

LIFE

CRIME IV: EXCLUSIVE PHOTOGRAPHS
INSIDE PRISON, TAKEN BY A CONVICT

KAY KENDALL
AND HUSBAND
REX HARRISON

20 CENTS

SEPTEMBER 30, 1957

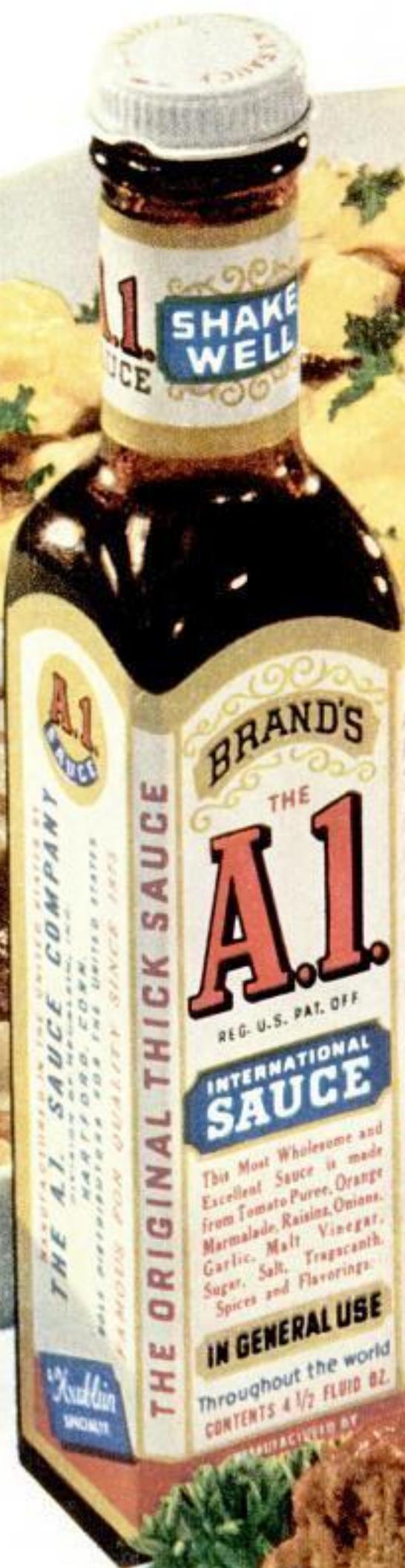
Wherever it pours—it reigns!

In the days of England's gourmet king, George IV, his royal Chef developed a marvelous new sauce. When His Majesty sampled it, he proclaimed enthusiastically: "Mmm! *This* sauce is A.1." The name described it so well, it's been called A.1. Sauce ever since. Keep it on *your* table. See how its tangy flavor coaxes out the goodness of other foods, without drowning out their own delicious flavors. Ask for it in restaurants, too...the king's favorite, A.1. Sauce!



Flavorful Hash—

Serve up crispy-brown canned hash (or your own favorite recipe). Then pass herb-and-spice-rich A.1. Sauce and let folks pour it on to their own taste.



Scrambled Eggs Royale—

to make table talk at breakfast or luncheon, or for a midnight snack. Just swirl a little A.1. Sauce on a fluffy mound of golden scrambled eggs, serve with sliced tomatoes.



A.1. Meat Loaf—

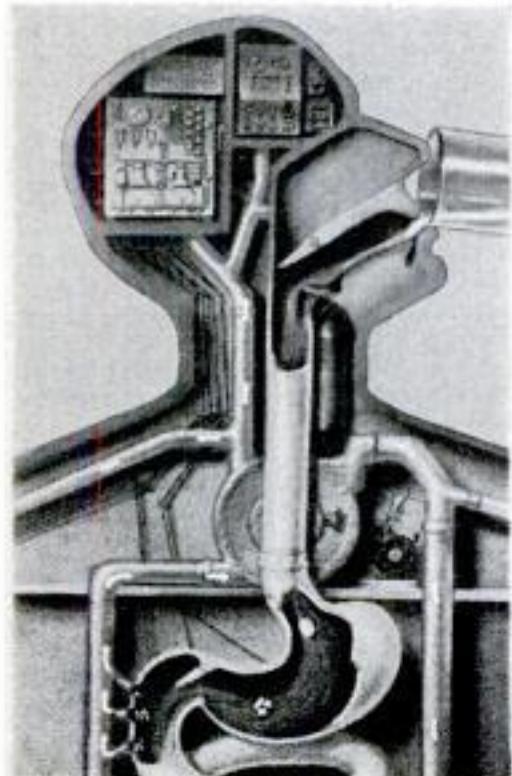
Simply follow your favorite meat loaf recipe, with 1 tbsp. A.1. Sauce added to each pound of ground meat. Blend well and bake as usual. $\frac{1}{2}$ hour before meat loaf is done, brush with glaze made by mixing 2 tbsps. A.1. Sauce with 1 cup catsup (for a 2-lb. loaf). If there's any left, serve cold. A.1. Sauce is delicious on *all* cold meats, as well as on hot ones.

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BUFFERIN acts twice as fast as aspirin to relieve pain

Won't upset your stomach as aspirin often does



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Ask your physician about faster, safer Bufferin for your aches and pains. Many doctors recommend it.



If you suffer from the pain of arthritis or rheumatism, ask your physician about Bufferin.

This One



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Big stakes in California 20

California, a state with a frenzied political past, starts a campaign that can affect the nation as Knowland tackles Knight for the right to be G.O.P. candidate for governor.



KNIGHT AND KNOWLAND

High-riding Harrisons 47

Mr. and Mrs. Rex Harrison get set for a big season. While Rex makes a big TV debut, his new wife, Kay Kendall, shows talent in movie musical.



THE HARRISONS

Crime and the prisons 84

What's a prison really for? To punish criminals? Or rehabilitate them? In Part IV of its series on crime, LIFE examines the condition of U.S. prisons.



PRISON TOWER GUARD

Unique look at a prison 105

What's prison really like? Only a prisoner really knows and one serving a sentence in Atlanta has taken unique pictures of the inmates' existence.



PRISONER IN SOLITARY

Merry time with math 123

To take the pain out of a little loved school subject, television musters marionettes whose comic antics will spark interest in mathematics.



PUPPET AT PROBLEM

COVER

Kay and Rex Harrison stand beside a wall at Noel Coward's house in Jamaica where they went on vacation (see pp. 47-56)

THE WEEK'S EVENTS

California, here they come for big stakes: hot political campaign gets early start
Bloody fight in a capitol as Brazil deputies impeach a governor
Pitt pointed for the big game but national champion Oklahoma rolls on
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Hopeful plan for Algeria
Two blows at Bolshevism

ARTICLE AND PICTORIAL ESSAYS

Part IV of "Crime in the U.S.": the paradox of the prisons. Ably administered, humanely run, they are in better shape today than they have ever been. But the question is: what are they for? By Ernest Havemann
With two portfolios:

Maximum security fortresses to keep men in—painted for LIFE by Gregorio Prestopino
Prison from within—an inmate pictures life in Atlanta penitentiary. Photographed for LIFE by Winfield Burdette

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Another Harrison on the horizon: Kay Kendall, Rex's new wife, scores a comic triumph in musical film *Les Girls* as her husband gets set for a big TV debut

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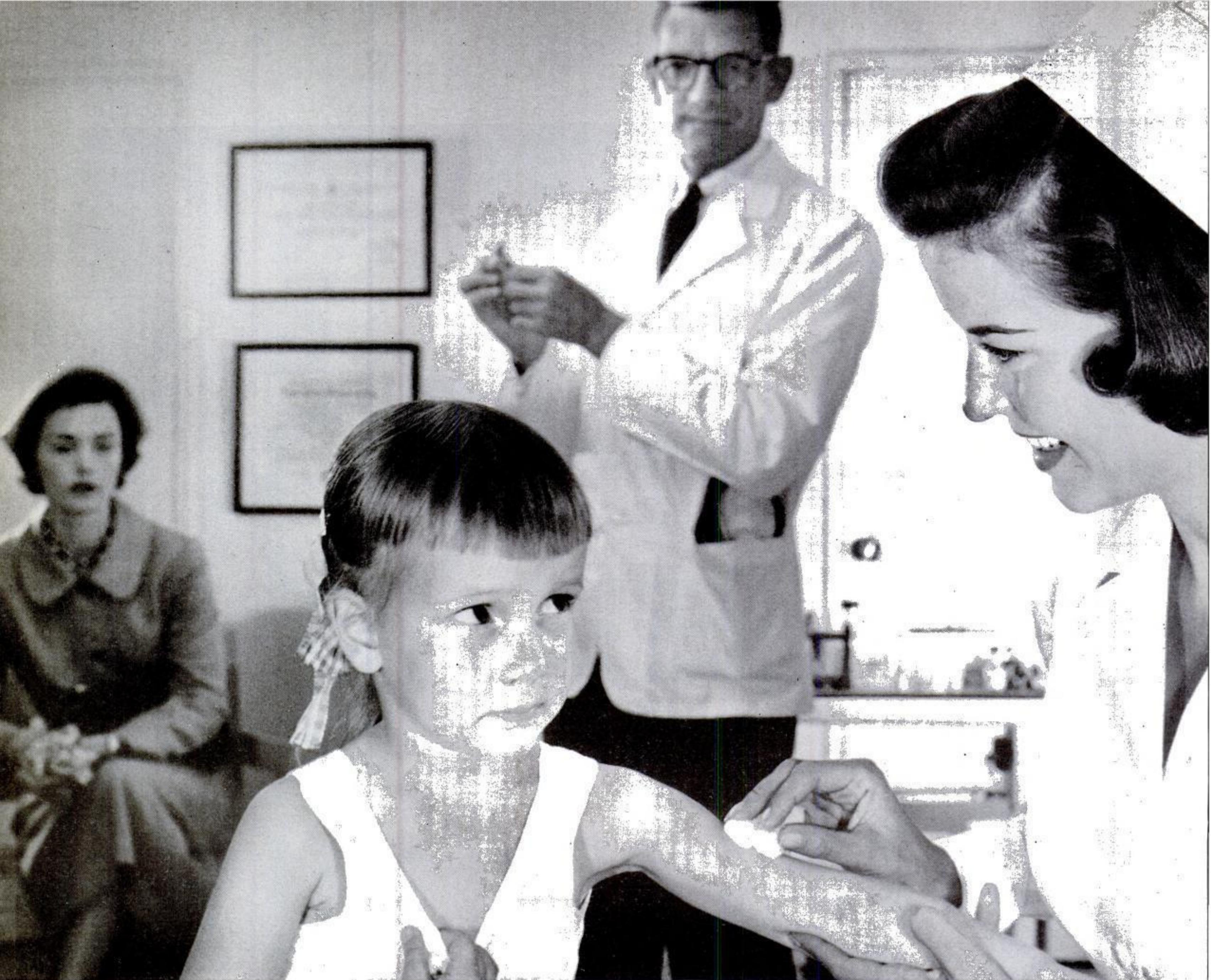
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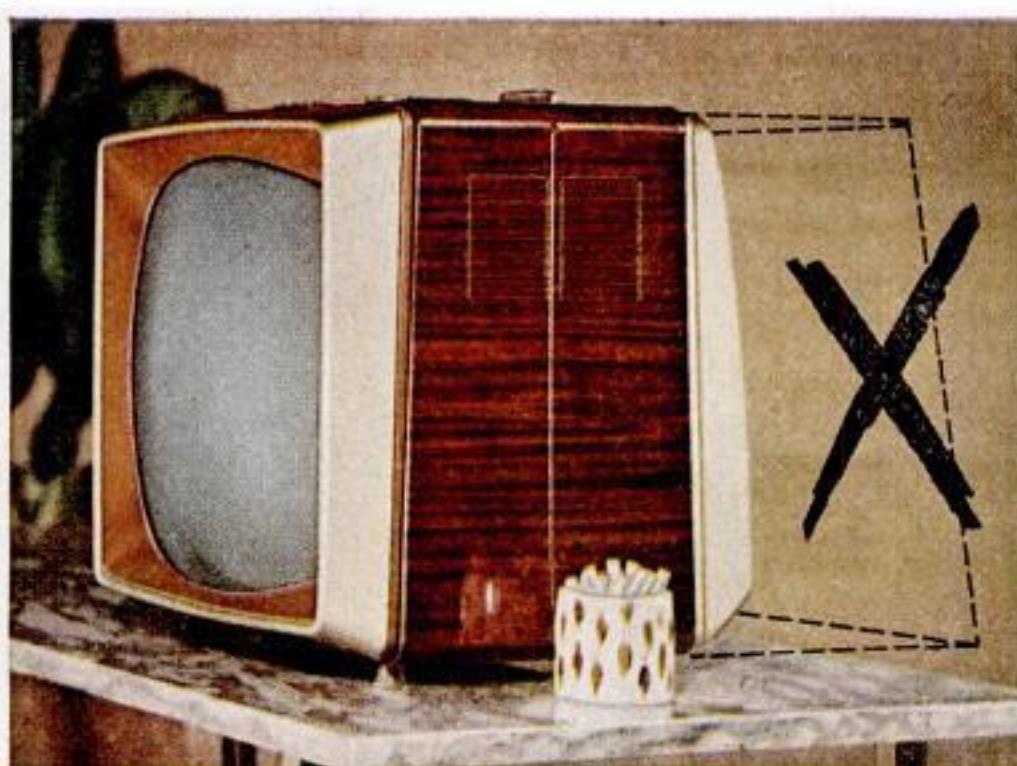
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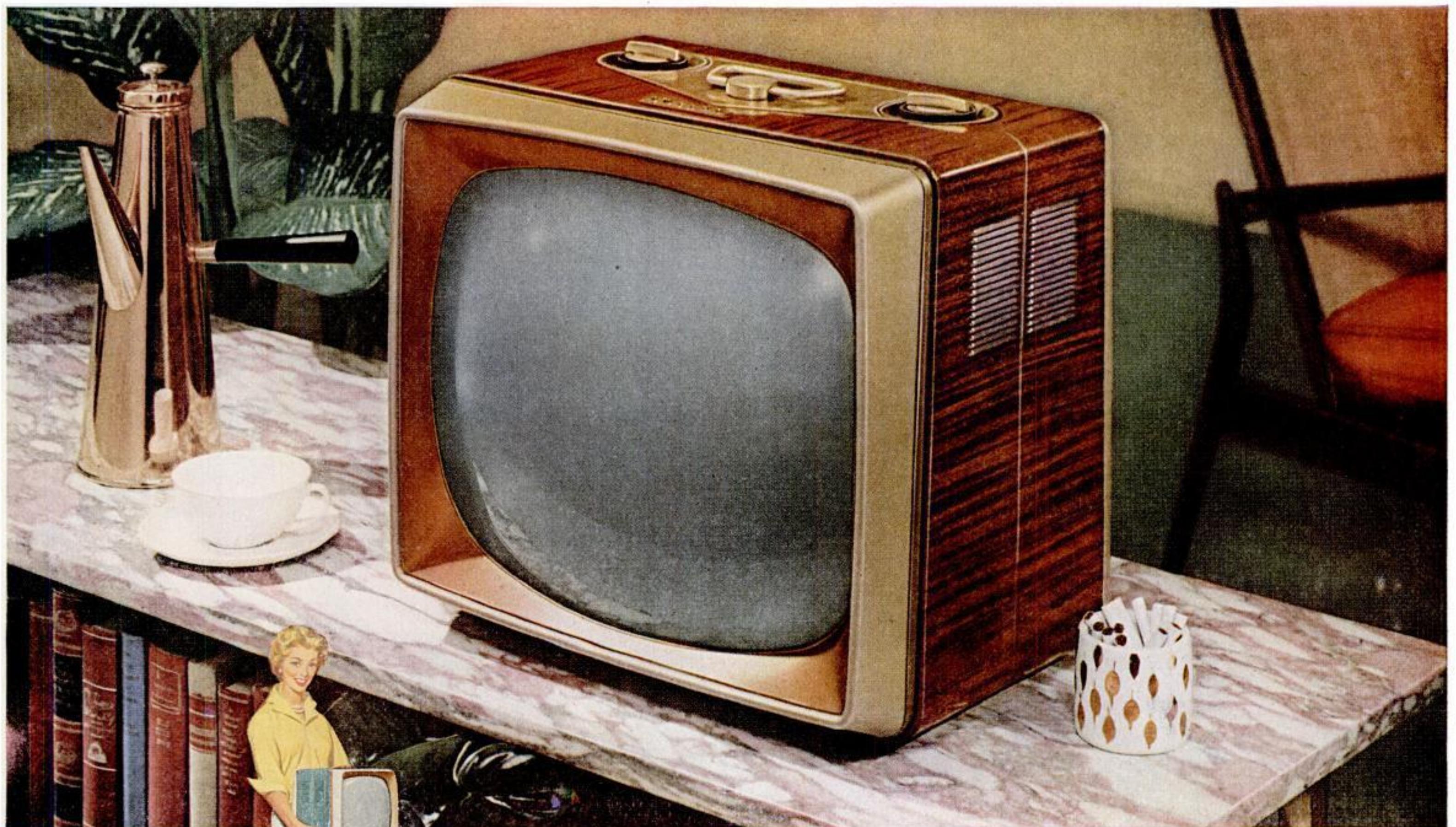


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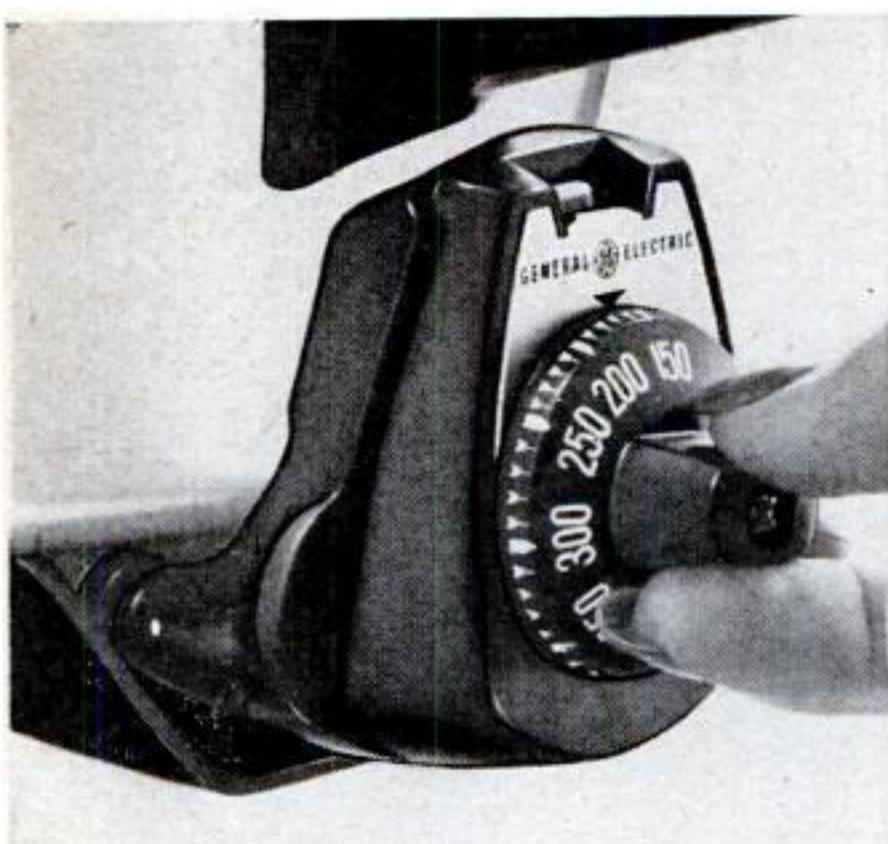
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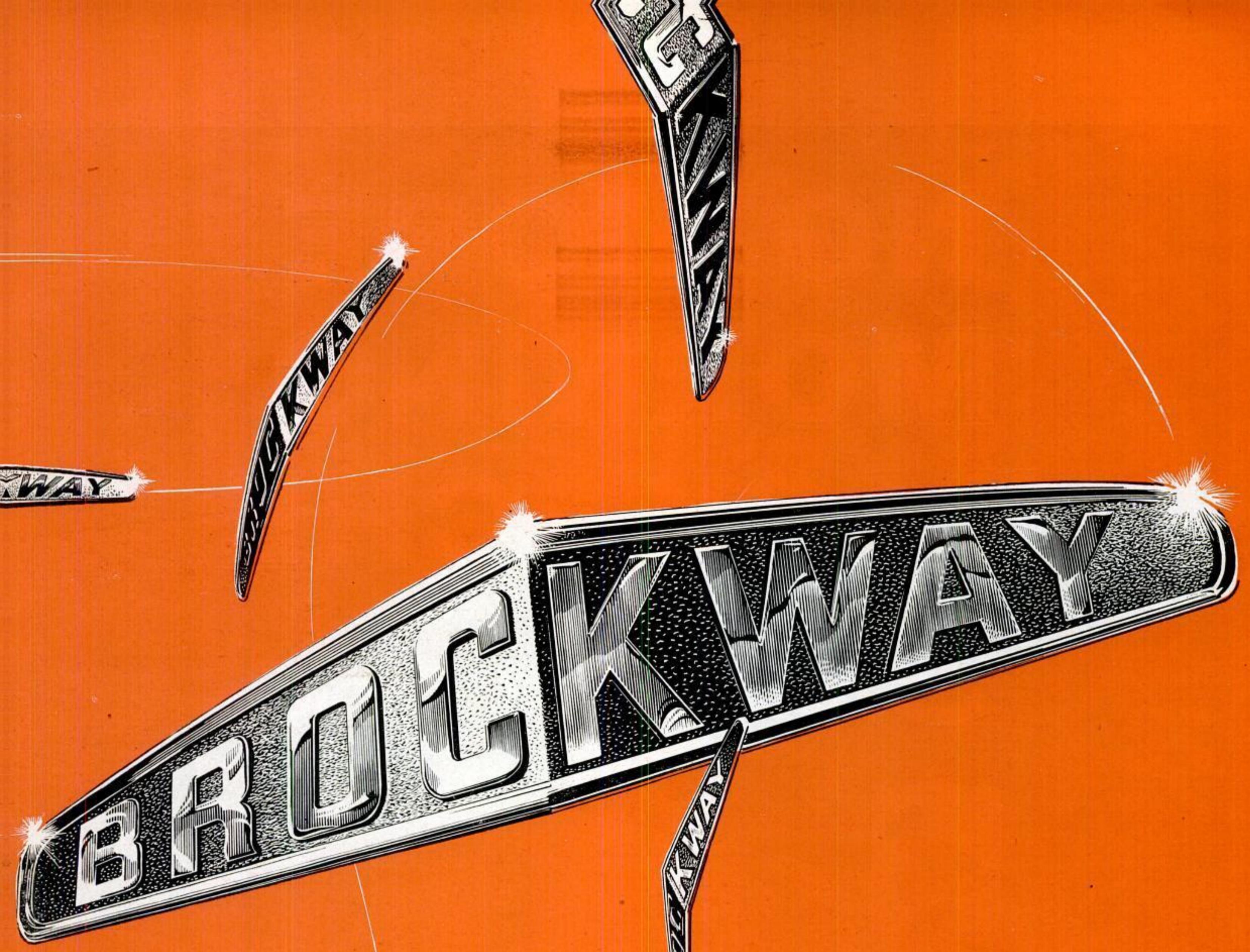
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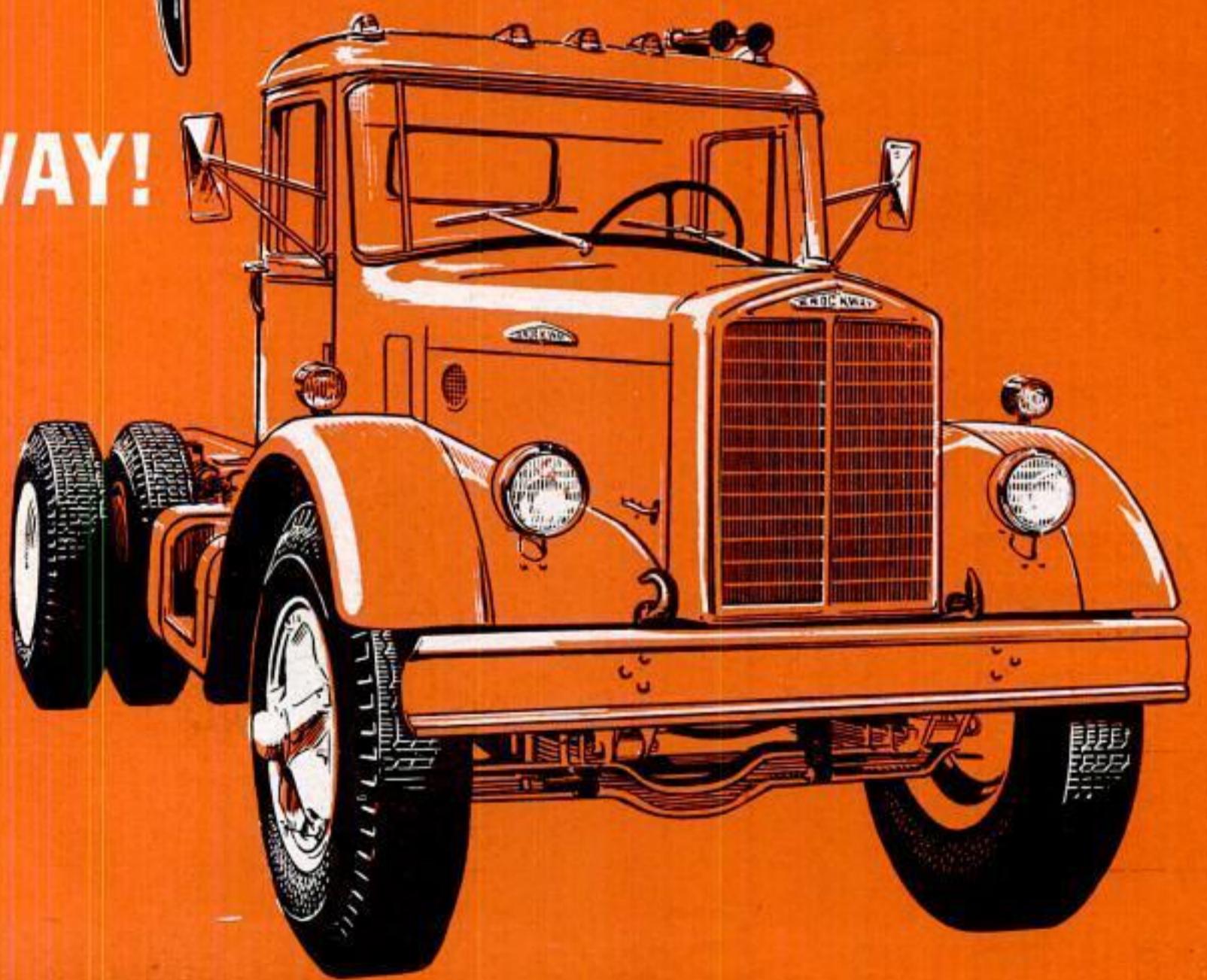
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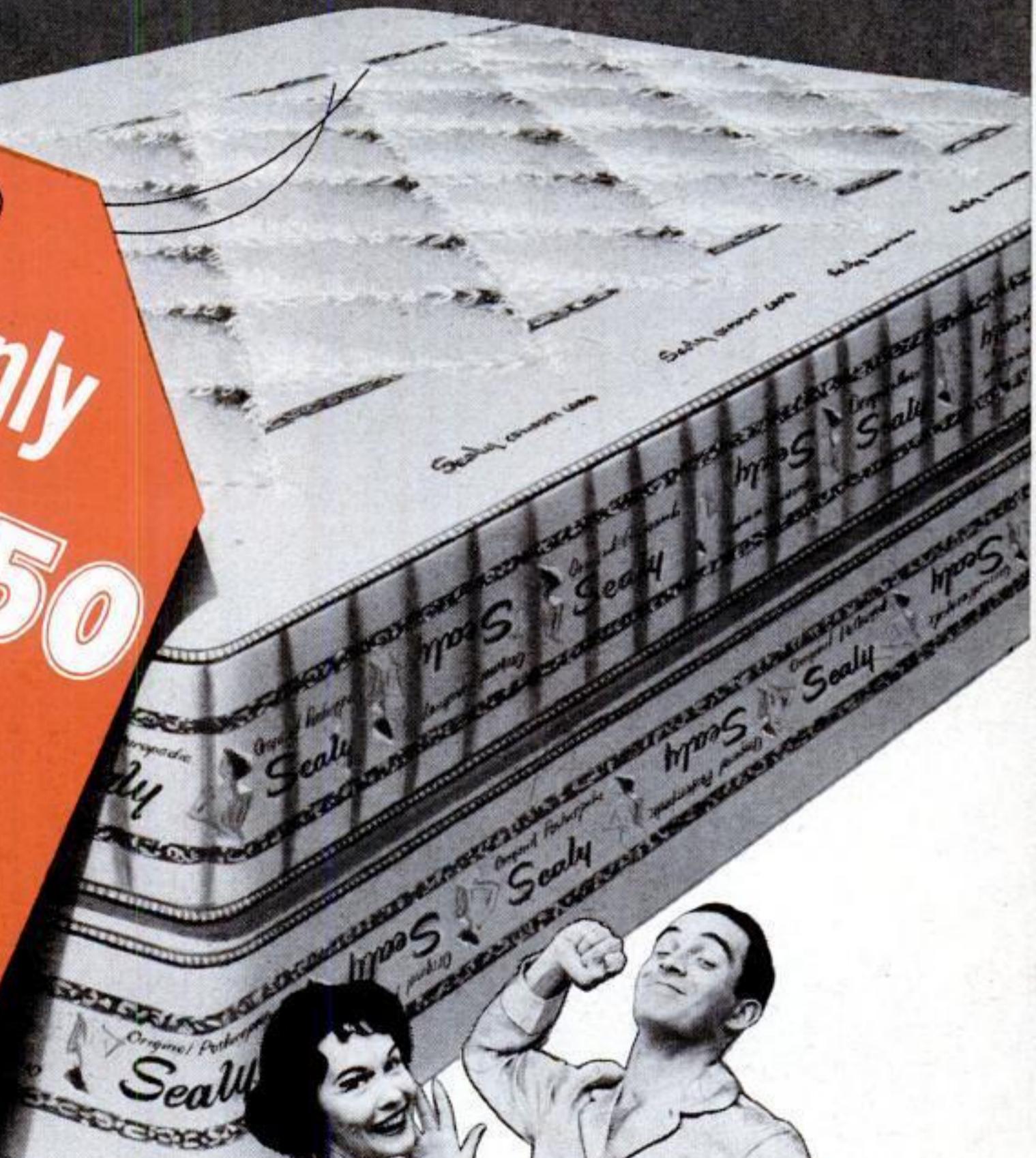
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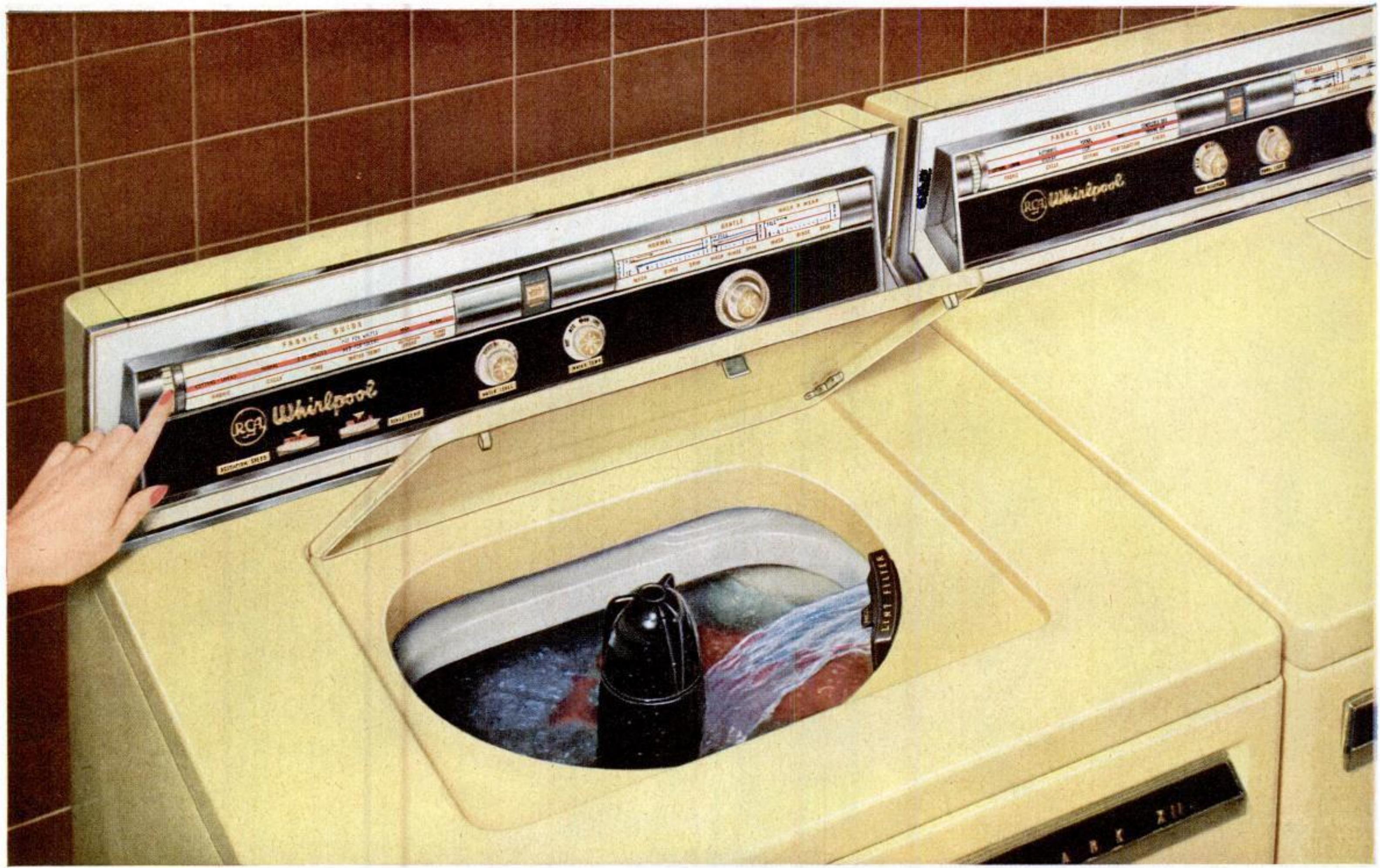
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Exclusive New Automatic Fabric Control.
Gives settings automatically—assures perfect fabric care.

Only Built-in Lint Filter.
Automatically screens out objectionable lint and fuzz.

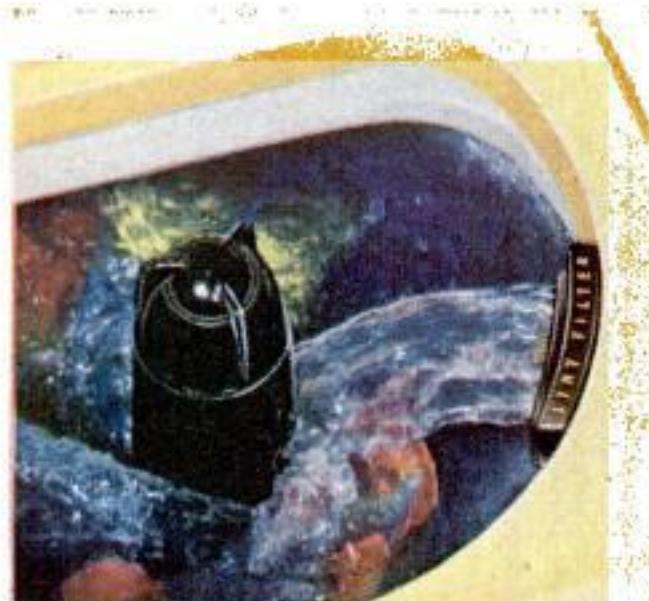
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Economically re-uses soap and hot water over and over.

New Cold Water Washing.
New safety for your precious woolens and problem fabrics.

5-YEAR WARRANTY on sealed-in transmission.

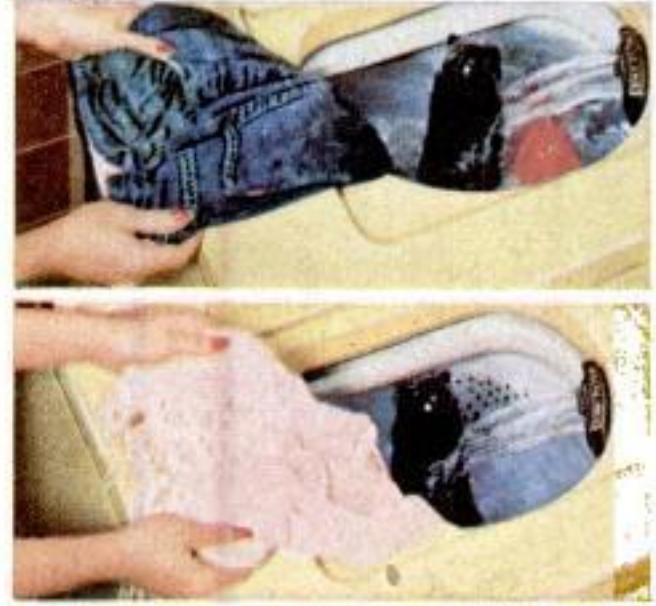
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Matching gas or electric dryer with matching Automatic Fabric Control. Both available in porcelain white or decorator colors.



Only built-in Lint Filter. No objectionable lint on clothes, no tray in the way. Works full-time, even on partial wash-loads. 1199 drain-away openings in the tub drain soil away from clothes.

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The case of the missing income

There was an air of no-nonsense about Detective Atherton Blade as he gracefully swung his Inverness from his shoulders and, ignoring amenities, plunged into the matter at hand.

Blade: And now, Hartshorne, suppose we get to the bottom of this business. How long have you been aware that some of your income was missing?

Hartshorne: Ever since that fellow told me so.

Blade: What fellow?

Hartshorne: I never knew his name. He just said I was missing income all over the place.

Blade: I have a clue. Do you own any common stocks?

Hartshorne: No.

Blade: Aha! Are you aware that if you own common stock you can get an income from other sources than your job? Do you realize that when you buy stock you become part-owner of the company and as an owner you can share in profits through dividends and share in the company's growth through increase in the value of your stocks?

Hartshorne: I know. But sometimes a company may not grow or make a profit or pay dividends. And the price of stocks can go down as well as up.

Blade: Absolutely true. That's why when you invest you use only money left over after your living expenses are paid and you've provided for emergencies. And *always* get the facts — never just tips or rumors.

Hartshorne: You think what the fellow meant was that I'm missing income because I don't own any stocks?

Blade: Exactly. *Any* man who doesn't own any good securities may be missing extra income.

Hartshorne: But you have to be rich to own stocks.

Blade: Rubbish, Hartshorne. Two out of three shareowners have incomes under \$7500 a year. Many buy stocks for as little as \$40 every three months through the Monthly Investment Plan. They're part-owners of some of the most famous companies in America.

Hartshorne: How do I go about getting that missing income?

Blade: Get good advice from a broker. Won't cost you a dime. Make sure he's with a Member Firm of the New York Stock Exchange. He'll help you buy and sell. And maybe he'll say bonds are for you instead of stocks. Be sure to get that marvelous booklet they've got called "DIVIDENDS OVER THE YEARS." Lists more than 300 stocks that have paid dividends every year for a quarter of a century to more than a century. Tells which have been paying up to 6 percent, which have increased their dividends in recent years. Tells about the Monthly Investment Plan, too. And it's free.

And that's what peerless Detective Blade told Mr. Hartshorne about his missing income. What's preventing *you* from going after *your* missing income? Start right now by sending in the coupon before you turn the page.

Send for new free booklet. Mail to your local Member Firm of the Stock Exchange, or to the New York Stock Exchange, Dept. 7N, P. O. Box 252, New York 5, N. Y. Please send me, free, "DIVIDENDS OVER THE YEARS"—a basic guide for common stock investment.

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SPOTTING DEER, SHIRLEY CHASES IT THROUGH SWAMP IN AIR BOAT TO INSPECT IT FOR SCREW WORM



SEEING SIGNS OF WORM INFESTATIONS, SHIRLEY MAKES FLYING LEAP FROM BOAT ONTO DEER'S BACK



HALF SUBMERGED, SHIRLEY TOPPLES DEER IN SWAMP BY GRABBING ITS HIND LEGS UNDER THE WATER

A Battle

The man embroiled in this watery wrestling match with frantic deer is fighting to save the animals from death. He is Tom Shirley, a Florida wildlife officer who works night and day overseeing 1,500 square miles of Everglades swamp. By day he combats screw worm, a disease usually fatal to deer which it attacks



to Aid Ailing Deer

through open cuts on the head and body. On a recent trip he was accompanied by Photographer Stanley Wayman who took these remarkable pictures showing Shirley in lonely and dangerous combat with some of the sharp-antlered deer who are his unwilling patients. Skimming grass and water at 20 mph in a

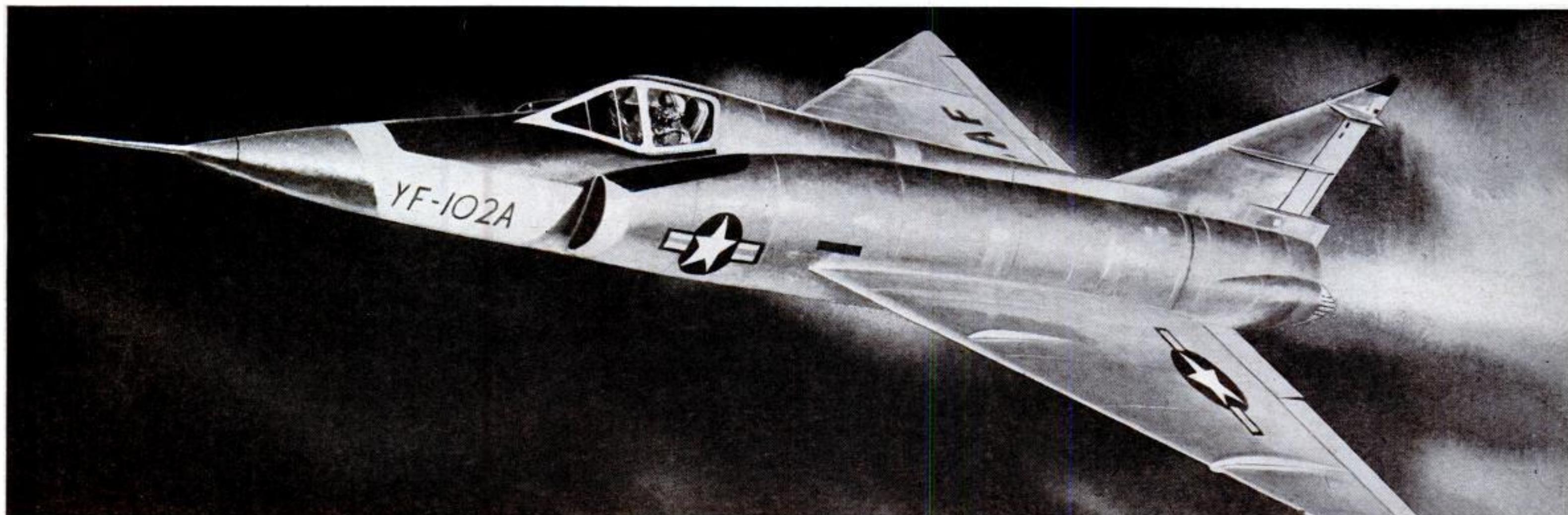
boat driven by an airplane propeller, Shirley finds diseased deer, leaps on them like a bulldogging cowboy, wrestles them into the swamp and treats their wounds. After a day of this harrowing work, Shirley returns to swamp's edge where he keeps watch at night, turning back hunters to protect alligators in his area.



INSPECTING WOUNDS. Shirley searches carefully for worm damage as the deer thrashes wildly.



INJECTING DISINFECTANT. Shirley pins down deer and cleans wound before putting salve on it.

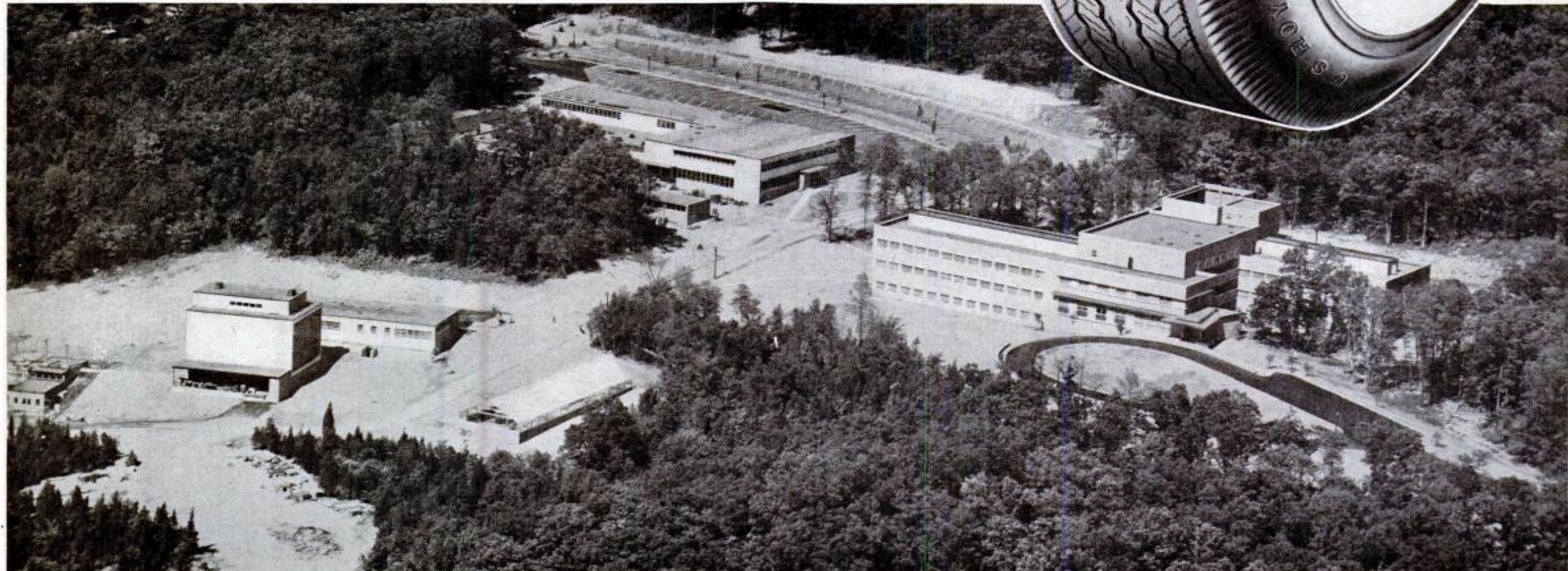


From jet age research...safer tires for you!

To project man's knowledge into the "outer space" of tire science...that is the purpose of the new research center illustrated below. Here, U.S. Rubber explores new tire frontiers...discovers new techniques and materials that make possible safer tires, for today's jet planes and for the car you drive.

Out of research like this came the new U.S. Royal Safety 8—tire of dramatic advances like Life-Seal Air Retention, Power-Action Tread, Fortified Body-Strength. The spectacular performance of this new tire, selected for the finest of new cars, is now bringing new assurance of driving safety to thousands and thousands of car-owners!

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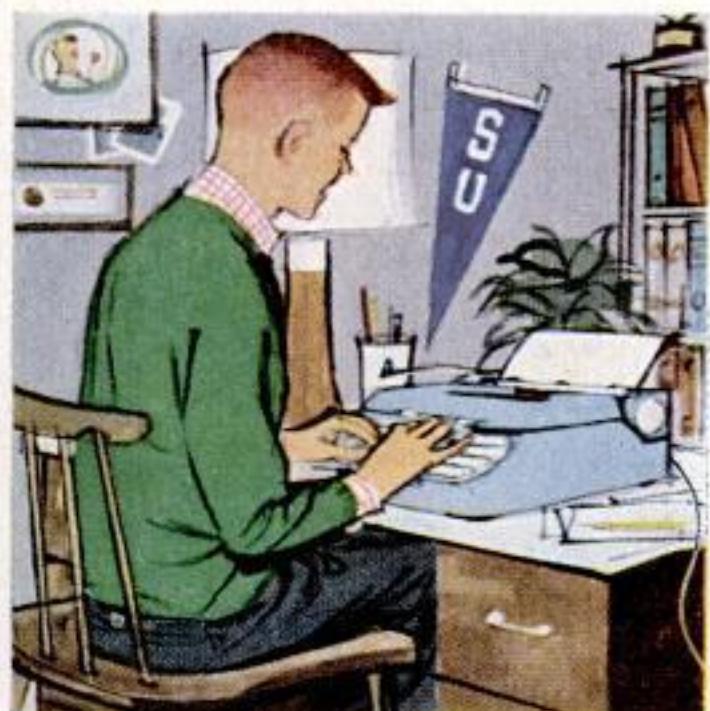
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Just touch the keys and you get perfect letters—*electrically*!



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Even at the hands of a beginner, the Smith-Corona—world's first electric portable typewriter—gives clear, clean, letter-perfect typing results!

Now everyone—regardless of typing skill or experience—can produce letter-perfect, *professional* typing, thanks to the new Smith-Corona—world's first electric portable typewriter.

On this newest—and most exciting—of Smith-Coronas, all you need do is touch the proper keys, and electric power instantly takes over, giving you a sharpness of print and a clarity of writing equal to that of the finest office electric machine. Whether your touch be heavy or light, whether your speed be fast or slow, beginner and expert alike are guaranteed print-perfect results—electrically.

Like all Smith-Corona models, the new Electric Portable is built for years of faultless, faithful service. It fits into the same kind of carrying case as the regular Smith-Corona portables, is available in four lovely decorator colors. See it now at your Smith-Corona dealer's!

Smith-Corona
ELECTRIC PORTABLE TYPEWRITER

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solves a young man's
shaving problems



World's only shaver designed specially for young men...

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ELECTRIC SHAVER

1. Mixed Beards

Young beards are light and heavy whiskers combined—hard-to-cut. New Schick Varsity's big *Whiskaway Head* is edged with Whisker Guides that single out and lift each hair, shaves right down to the beard base.

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Young faces are tender—especially along neck and chin. New Schick Varsity is specially designed to shave clean without pulling or pinching. Young skin stays smooth—never develops "blade-shaver's callus."

3. Skin Blemishes

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AMAZING BIG NEW WHISKAWAY SHAVING HEAD...

Gentle on young skin, fast on young beards, it shaves young men close and clean. Ask to try the new Schick Varsity! Most stores offer a 14-day FREE HOME TRIAL that starts Christmas Day.



Your choice of Varsity colors:
Red, Blue, Green, Charcoal.
Handy waterproof pouch included.
Young-priced at **\$17.50**

LETTERS TO THE EDITORS

CRIME IN THE U.S.

Sirs:

LIFE is to be congratulated on "Crime in the U.S." (LIFE, Sept. 9) for the painstaking, accurate, factual and interesting text, as well as for the beautiful color photography.

ROBERT BISHOP

Cincinnati, Ohio

Sirs:

Why can't you just be different, and play up good people for a change?

MRS. D. S. MACDONALD

Escondido, Calif.

Sirs:

For some years now, the churches and parents have been soft-pedaling a burning hell and crime increases. When I was a boy 75 years ago, pictures of hell with the devil torturing sinners in with a pitchfork sure stopped my stealing watermelons.

JOHN HERR

Whittier, Calif.

Sirs:

I denounce the unwarranted assertion of Dr. Thorsten Sellin that the Irish people of New York have or have had a high crime rate. I demand an apology and retraction of this baseless attack on the Irish race.

WILLIAM J. GUERIN
President

Maryland Chapter, Ancient Order of Hibernians
Baltimore, Md.

● In 1859, in New York, 55% of all those arrested were Irish, 23% were native Americans, 10% were Germans, 7% were English and Scots.—ED.

A DREAM TRIP FOR TINY HEROES

Sirs:

I was thrilled to read "A Dream Trip for Tiny Heroes" (LIFE, Sept. 9). It makes me wonder why this country spends so much money on all its foreign policies. The Little League has done more to promote goodwill in Mexico in one week than politicking has done in years.

MARGARET GROSSHANS
Rochester, N.Y.

ANOTHER KIND OF PUBLIC ENEMY

Sirs:

A cascade of orchids for your editorial on James Hoffa ("Another Kind of Public Enemy," LIFE, Sept. 9). It should be reprinted on the front page of every newspaper in the country and posted along with his picture in every post office. His diabolical scheme to be the czar over all forms of transportation must never be allowed to fester into its cancerous reality, and paralyzing consequences.

WALTER EISENHAUER
Belleville, Ill.

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Sirs:

Your editorial presented the problem of labor union corruption in terms that no American, whether or not a union member, can afford to ignore. The alternative is government-by-goon.

CARL FALLBERG

Los Angeles, Calif.

Sirs:

In your editorial you slurred "so-called liberals of the Hubert Humphrey breed" for standing "mute at the abuses of labor."

At no time in my political life have I ever compromised with racketeering, in or out of labor's ranks. In every important union speech I have ever made I have emphasized that hoodlumism, gangsterism or Communism must be rooted out by union members. I was the first U.S. Senator to introduce bills to protect union welfare funds from abuse.

The racketeering forces mentioned in your editorial have consistently opposed me. As I said on the Senate floor on Feb. 4 of this year concerning the Teamsters Union investigation: "Racketeering, corruption, abuse of power or subversion are wrong wherever they are found, be it in labor, business, government or any other institution of our society"—including the editorial page.

HUBERT H. HUMPHREY

Washington, D.C.

● "Mute" was the wrong word for Senator Humphrey who has often generalized on evils in unionism. But the Minneapolis *Tribune*, which keeps a file labeled "Hubert Humphrey and Labor," can find not one instance where Senator Humphrey has ever denounced a specific labor crook, not even Minneapolis' own leading Teamster crook, Sid Brennan, convicted for accepting bribes from an employer to help break a strike.—ED.

BIG DAY FOR BARDS AT BAY

Sirs:

Obscure, unsuccessful, sentimental, pretentious, ludicrous, rhetorical, wretched, ecstatic and plain bad is about all that can be said for the poetry presented in "Big Day for Bards at Bay" (LIFE, Sept. 9).

FRANK BOSCHAN

Los Angeles, Calif.

Sirs:

I wonder whose American opinion lurks behind the description of Allen Ginsberg, "considered most exciting of young American poets." LIFE's staff should do a little intensive reading of young poets; perhaps they may then find themselves in agreement with the position most of the poets I know share: that Ginsberg is energetic, undisciplined, haphazard and worth watching—but no more.

WILLIAM DICKEY

Ithaca, N.Y.

Sirs:

Would you please answer this puzzler for me? Is Allen Ginsberg, author of *Howl and Other Poems*, from Paterson, N.J.?

I went through school with an Allen Ginsberg. If it is the same person, he seems to be following in the footsteps of his father, Louis Ginsberg, a very well liked English teacher in Paterson Central High School and himself a poet of some note.

HERMAN HARRIS

Highland Park, N.J.

● Allen Ginsberg's father, Louis, has written two books of poetry, *The Attic of the Past* and *The Everlasting Minute*. In 1956 his poem, *At the Zoo*, won first prize of the Poetry Society of America. Allen's brother, a New York lawyer, has had 40 poems published under the name of Eugene Brooks. Their work is more conservative than Allen's.—ED.

Sirs:

I think that I shall never see
Coherent modern poetry,
And when these modernists retire,
With all their works I'll build a fire.

FREDERICK J. REX JR.

Bedford, Mass.

TOWER REPLACING CARNEGIE HALL

Sirs:

I have never seen an uglier building than the "Red Tower Replacing Carnegie Hall" (LIFE, Sept. 9). It looks like the back of a large cereal box.

JOAN M. SCHILLING

Toledo, Ohio

A LOOK AT THE WORLD'S WEEK

Sirs:

Remember this picture which flooded the markets, immediately following *September Morn*? It was known as *September Morn's Little Sister*.

F. BURDETTE

DeGraff, Ohio



"SEPTEMBER MORN'S LITTLE SISTER"

● The painting was the work of Philadelphia's socialite artist, Grace Gebbie Drayton. She also created the cherubic Campbell Kids.—ED.

DEBATE ABOUT GOING STEADY

Sirs:

"Debate about Going Steady" (LIFE, Sept. 9) points out another area in which the Roman Catholic Church apparently tries to hamstring our principles of democracy. Guidance is one thing, domination another.

MRS. M. HELLMANN

Washington, D.C.

Sirs:

I am 18 and I go steady. Parents advocate such practices as the stag line. Their methods of courtship have resulted in an ever-increasing divorce rate. Why shouldn't today's teen-agers try something new which may be better?

JAMES CURTISS

Guilford, Conn.

Sirs:

It is obvious that the United States is now ready for the ultimate step: child marriage.

JUSTUS F. MUELLER

Jamesville, N.Y.

THE ISSUE

Sirs:

Your magazine is supposed to reflect the life and times in which we live. After reading your Sept. 9 issue on Jimmy Hoffa, mighty Red missiles, crime waves, decadent bards in San Francisco and teen-agers dyeing each other's hair, all I can say is: Heaven help us!

MRS. RAY MITCHELL

Atlanta, Ga.

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AMID THE SMOKE AND GLARE OF A BARBECUE, SENATOR WILLIAM FIFE KNOWLAND SOLEMNLY WARNS YOUNG REPUBLICANS AT FALLBROOK, CALIF. THAT

CALIFORNIA, HERE IT COMES FOR

What would unquestionably be the biggest, bloodiest political fight of the 1958 election season was last week—eight months before primary day—roaring along in California. Senator William Knowland was making his way through rally and barbecue (above). He was stern and statesmanlike—but he was also in a hurry. He had hustled onto the hustings so early and earnestly that his opponents had to start their own campaigns early too.

The immediate goal is California's governor-

ship. But the implications are nationwide, for the ultimate objective is the presidency in 1960—and later. Bill Knowland, now the Senate minority leader, wants to be the Republican candidate for president and knows that the governorship of a big state is a far better springboard than the Senate. His aspirations bring him sharply up against Goodie Knight, the energetic present governor. Knight has no inclination to yield the governorship and has presidential inclinations of his own. Then there

is Vice President Richard Nixon (pp. 26-27), the leading contender for the G.O.P. presidential nomination in 1960.

Knowland has taken a major, calculated risk, that of alienating organized labor by espousing a "right to work" bill that outlaws the union shop. He is gambling that recent disclosures of union corruption will win votes against opponents (right), who court the labor vote. Indeed, Knowland's whole candidacy is a calculated risk. To run as governor, he is quitting

LIFE

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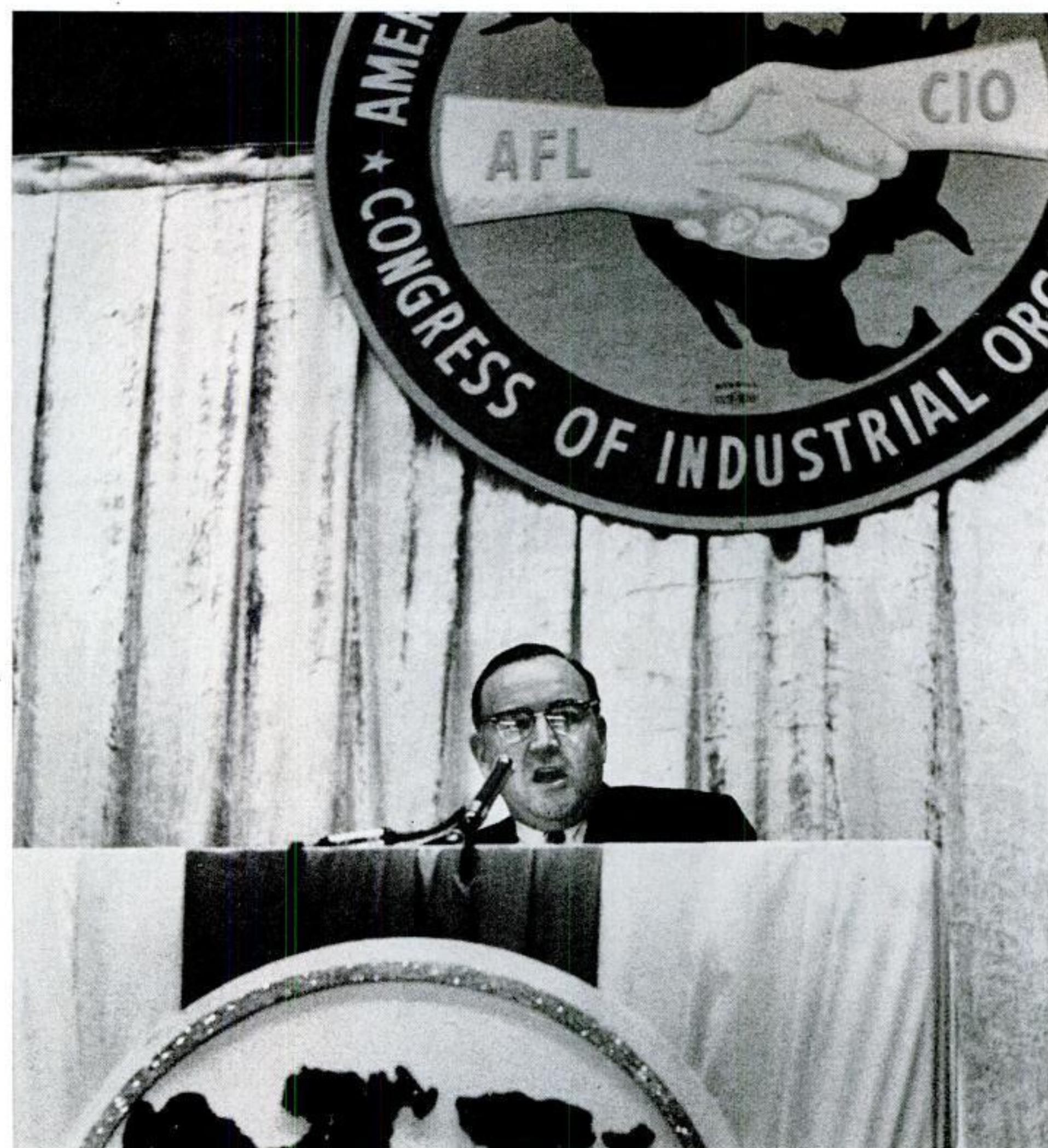


"BIG LABOR" POSES A BIG THREAT TO THE NATION

BIG STAKES

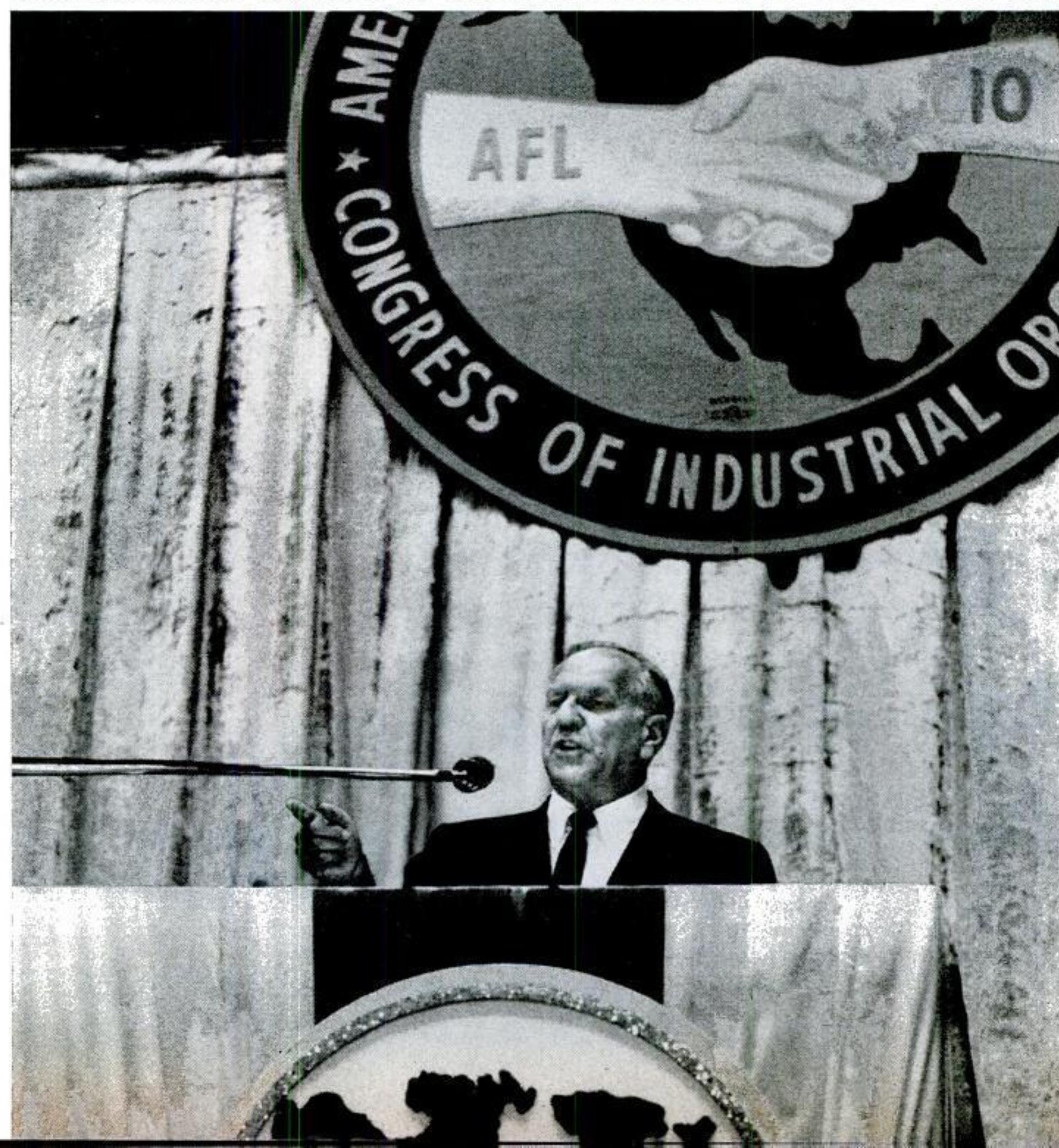
the Senate. Losing in the primary to the formidable Goodie Knight would all but ruin him politically. And even if he survives the primary, he will probably face Democrat Pat Brown, the state's attorney general, who is a great vote-getter.

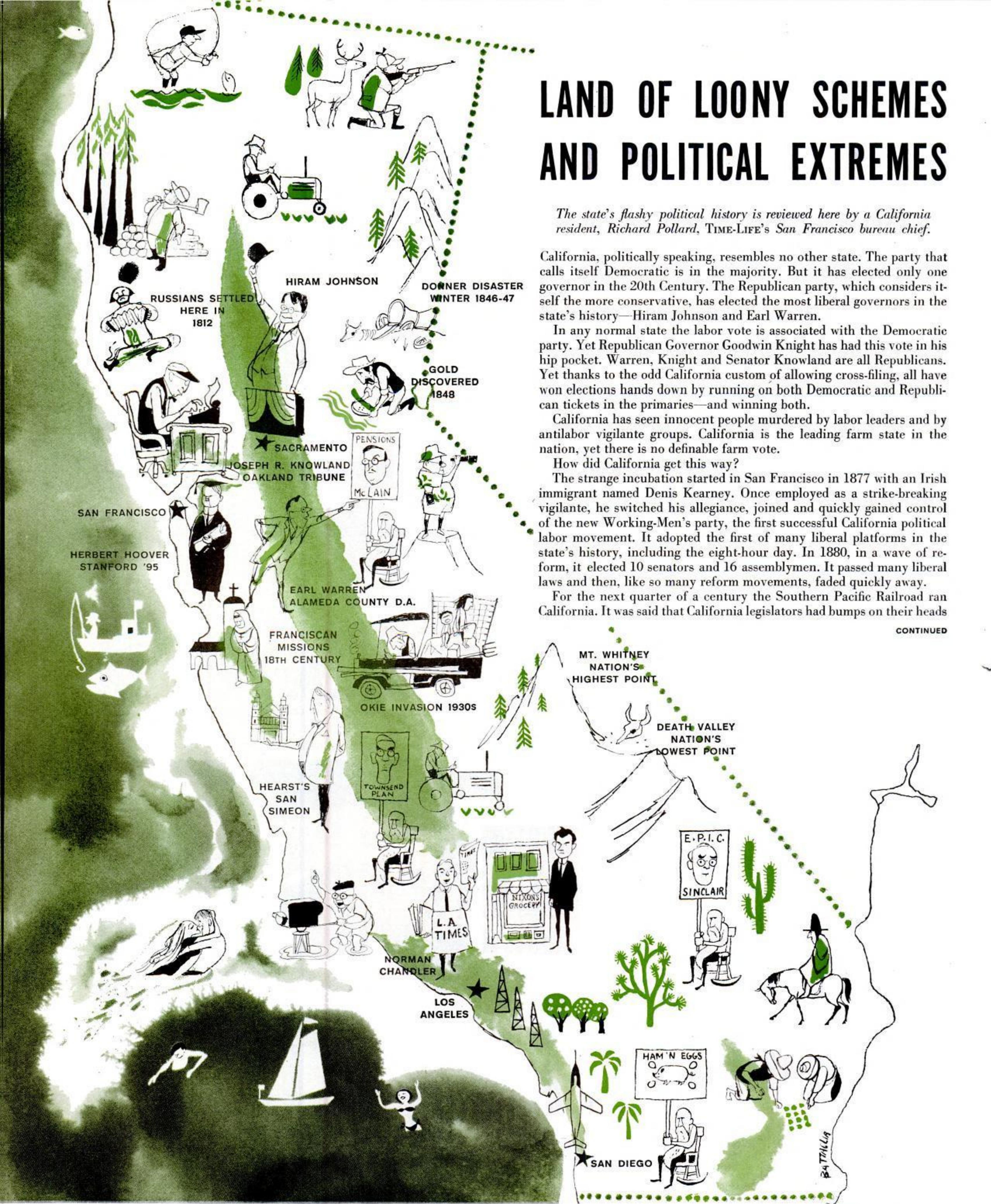
The fighting had only begun. Both Knowland and Brown had yet to make formal announcement of their candidacies. People who thought that accurate predictions on the battle's outcome were possible at this point were not reckoning with California's capricious political past (see pp. 22, 25).



DEMOCRAT PAT BROWN TELLS LABOR GROUP THERE SHOULD BE "LESS, NOT MORE" LABOR LEGISLATION

GOODIE KNIGHT TELLS SAME GROUP NO CANDIDATE (E. G., KNOWLAND) CAN BAR LABOR FROM G.O.P.





LAND OF LOONY SCHEMES AND POLITICAL EXTREMES

The state's flashy political history is reviewed here by a California resident, Richard Pollard, TIME-LIFE's San Francisco bureau chief.

California, politically speaking, resembles no other state. The party that calls itself Democratic is in the majority. But it has elected only one governor in the 20th Century. The Republican party, which considers itself the more conservative, has elected the most liberal governors in the state's history—Hiram Johnson and Earl Warren.

In any normal state the labor vote is associated with the Democratic party. Yet Republican Governor Goodwin Knight has had this vote in his hip pocket. Warren, Knight and Senator Knowland are all Republicans. Yet thanks to the odd California custom of allowing cross-filing, all have won elections hands down by running on both Democratic and Republican tickets in the primaries—and winning both.

California has seen innocent people murdered by labor leaders and by antilabor vigilante groups. California is the leading farm state in the nation, yet there is no definable farm vote.

How did California get this way?

The strange incubation started in San Francisco in 1877 with an Irish immigrant named Denis Kearney. Once employed as a strike-breaking vigilante, he switched his allegiance, joined and quickly gained control of the new Working-Men's party, the first successful California political labor movement. It adopted the first of many liberal platforms in the state's history, including the eight-hour day. In 1880, in a wave of reform, it elected 10 senators and 16 assemblymen. It passed many liberal laws and then, like so many reform movements, faded quickly away.

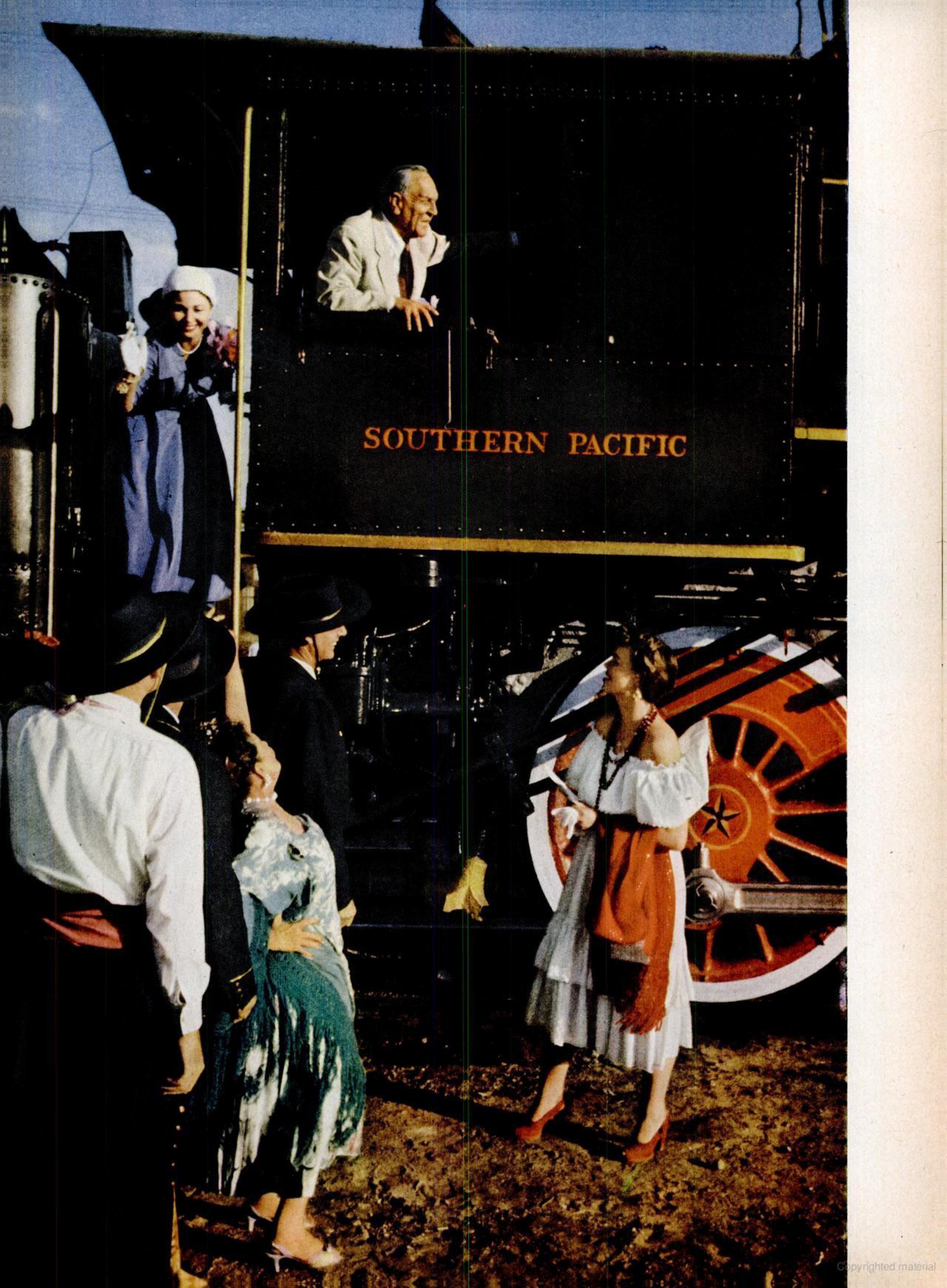
For the next quarter of a century the Southern Pacific Railroad ran California. It was said that California legislators had bumps on their heads

CONTINUED

A FABULOUS STATE, marked by geographical and political extremes, California grew under successive invasions: Spanish missionaries from the south, Russians from the north; gold miners from the east

and, later, Okies (Depression era farmers) from everywhere. California has produced one President (Herbert Hoover) and flocks of utopian schemes, most of them originating in southern California.

GOODIE AT THE THROTTLE (*opposite page*) → plays engineer for an old Mogul locomotive during a fiesta celebrating Los Angeles' 176th birthday. Governor's wife, Virginia, stands at left atop steps.



SOUTHERN PACIFIC



KNOWLARDS AT PARADE in Oakland review marchers honoring statehood. The senator (dark suit, center) and wife Helen here see Spanish-costumed group.

DEMOCRAT ON PARADE, Pat Brown, likely candidate for governor, wears costume of Native Sons in the Oakland march. Behind him is Knowlands' *Tribune*.



from hard money tossed over the transom by Southern Pacific lobbyists. But by 1900 a formidable foe was warming up.

The great reformer

Hiram Johnson of Sacramento was the son of Grove L. Johnson, a state senator and U.S. representative. Hiram and his brother Albert managed their father's first campaign for U.S. Congress but soon balked at his subservience to the S.P. The first family clash came when young Hiram and Albert backed a reform mayoralty candidate whom Grove opposed. Father and sons battled it out on the street corners of Sacramento. One night Johnson the elder pointed down the street at his "two chief enemies, one Hiram full of egotism, and the other Albert, full of booze." There was justice in his bitter characterization but the reform candidate won.

Almost singlehandedly Johnson went in to break the power of the Southern Pacific. Put up for governorship by the Lincoln-Roosevelt League, which controlled the Republican party, he swore to "redeem the state" from the Southern Pacific. The great majority of California newspapers were against Johnson, none so violently as the Los Angeles *Times* and its colorful, choleric owner, Harrison Gray Otis. His most galling accusation was that both Hiram and his father were on the railroad payroll. Only once did Johnson bother to answer Colonel Otis and then with this classic bit of vitriol: "In San Francisco . . . with all the criminals who have disgraced us we have never had anything so degraded, so disreputable, and so vile as Harrison Gray Otis. . . . He sits in senile dementia, with gangrened heart and rotting brain . . . chattering in impotent rage against decency and morality. . . ."

Hiram Johnson was elected and in his first year pushed through a total of 800 bills and 23 constitutional amendments and could take credit for the direct primary, the referendum, the initiative and the recall, and the regulation of public utilities. In 1913, with his blessing, the historic cross-filing bill was passed. After six years Johnson stepped up to the U.S. Senate in 1917. Thereafter California drifted along electing adequate Republican governors. Then came the most dramatic, improbable grass roots movement in U.S. political history. It originated, naturally, in Los Angeles.

Pensions and panaceas

There is no complete explanation of southern California's lunacies although in attempting to understand the comic-opera nature of California's political revolt in the 30s, it is helpful to be aware that (1) there was tragic economic suffering in a land of apparent abundance. (2) The people who suffered most cruelly and reacted most strongly were not native Californians but newcomers, mostly from the Midwest. The combination of poverty and restlessness made them suckers for religious cultists like Aimee Semple MacPherson and visionary politicians like Upton Sinclair.

Upton Sinclair, novelist and pamphleteer, came to California in 1915 and settled near Pasadena. Soon he became a labor hero by getting himself arrested at a dock strike. In 1926 and 1930 Sinclair ran for governor as a Socialist. In 1934 he changed his registration to Democratic, evolved his End Poverty in California (EPIC) campaign. He proposed communal farm and factory projects for the unemployed.

Taking over the Democratic party, Sinclair's

followers nominated their leader for governor. The smug Republicans, who had not lost a gubernatorial election since 1894, renominated Governor Merriam, an undistinguished stand-patter. When Republicans realized that Sinclairism was sweeping through the state, it was almost too late. In desperation they called in two bright young publicists, Clem Whitaker and Leone Baxter. The pair didn't take Merriam as a client but they did take on Sinclair as an opponent. They proceeded by publicizing the wildly radical quotes that were easily found—in or out of context—in Sinclair's books. But in knocking over Sinclair, Whitaker and Baxter did not build up Merriam. Rather they took advantage of a cynical slogan of the time: "Hold your nose and vote for Merriam."

Sinclair lost the general election; but EPIC sent Sheridan Downey, later U.S. Senator, to the lieutenant governor's chair, Jerry Voorhis to Congress and Culbert Olson to the state senate. Sinclair retired from the political scene and EPIC in time died.

Concurrent with EPIC an epidemic of other giveaway schemes plagued southern California. Prime example was the Townsend Plan which promised fat pensions for the elderly and disabled, paid for by a 2% gross income tax. All the utopian plans were illogical, yet so absurdly successful in gaining support that the rest of the nation considered Californians demented. Westbrook Pegler suggested that southern California be declared incompetent and a guardian appointed.

The most virulent of the depression-born isms was "Ham and Eggs" or "\$30 every Thursday." It was started in 1934 by a pair of professional promoters, Willis and Lawrence Allen, who had appropriated it from another promoter who called it "\$25 every Thursday." Ham and Eggs moved slowly until 1937 when it picked up a real dead martyr. Archie Price, 64, walked into a San Diego newspaper office and announced he was going to commit suicide: "I'm too old to work and not old enough to get a pension." Price carried out his threat and was buried by the city. The Allen brothers organized a thousand-car motorcade march. Archie was dug up and reburied at a lavish Ham and Eggs funeral.



UPTON SINCLAIR (shown with his wife) is 79 and still writing. After EPIC failed, he quit politics.

This gave Ham and Eggs great prestige. It also gave them delusions of grandeur. In 1938 Culbert Olson was elected governor—the only Democratic governor of the 20th Century—with Ham and Egg support. But when the movement pushed a special election to consider its pension plan, Olson was finally smoked out and opposed the plan. Ham and Eggs lost the election and its power, although one of its leading supporters, George McLain, remains the state's most active pension lobbyist.

Enter Earl Warren

Running for attorney general in the 1938 campaign was a handsome Republican district attorney from Alameda County named Warren. He had two qualifications: he was an outstanding public official and a friend of Joe Knowland, publisher of the Oakland *Tribune*, who, with George Cameron of the San Francisco *Chronicle* and Harry Chandler (Otis' son-in-law) of the Los Angeles *Times*, had a powerful voice in Republican politics.

Easily elected, Warren four years later announced for governor on a nonpartisan ticket. But the Republicans were taking no chances. Whitaker and Baxter were retained. They taught Warren to smile and persuaded him to exhibit his marvelously photogenic family. Warren cross-filed, won the Republican nomination easily, polled 400,000 (to Olson's 500,000) in the Democratic primary. In the general election Olson carried one county. Ironically, Warren got the Ham and Egg vote.

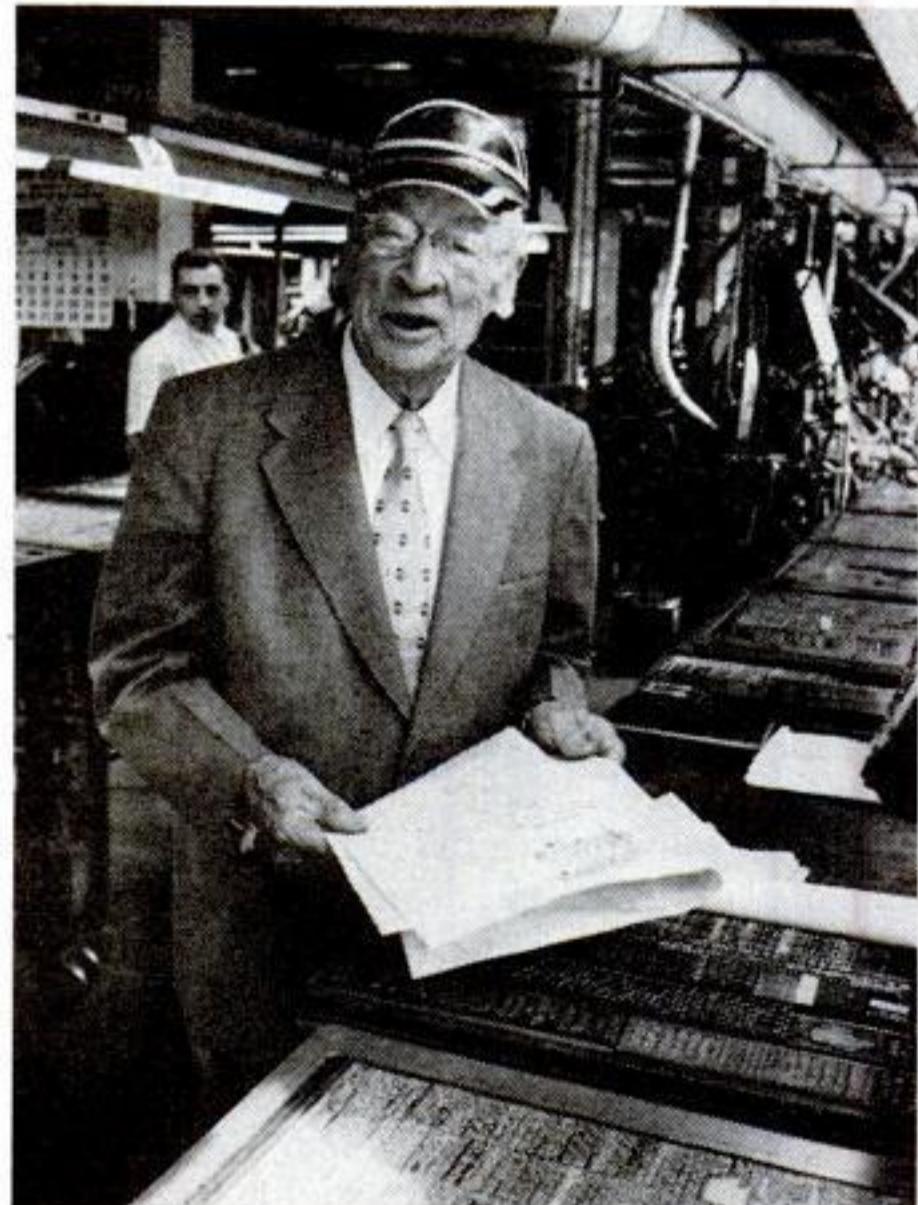
The 1942 Warren victory, repeated in 1946 and 1950, shattered the Democratic party in California. So began the era in which a quartet of Californians—Warren, Knowland, Nixon, Knight—could romp with importance across the national Republican scene (see next page).



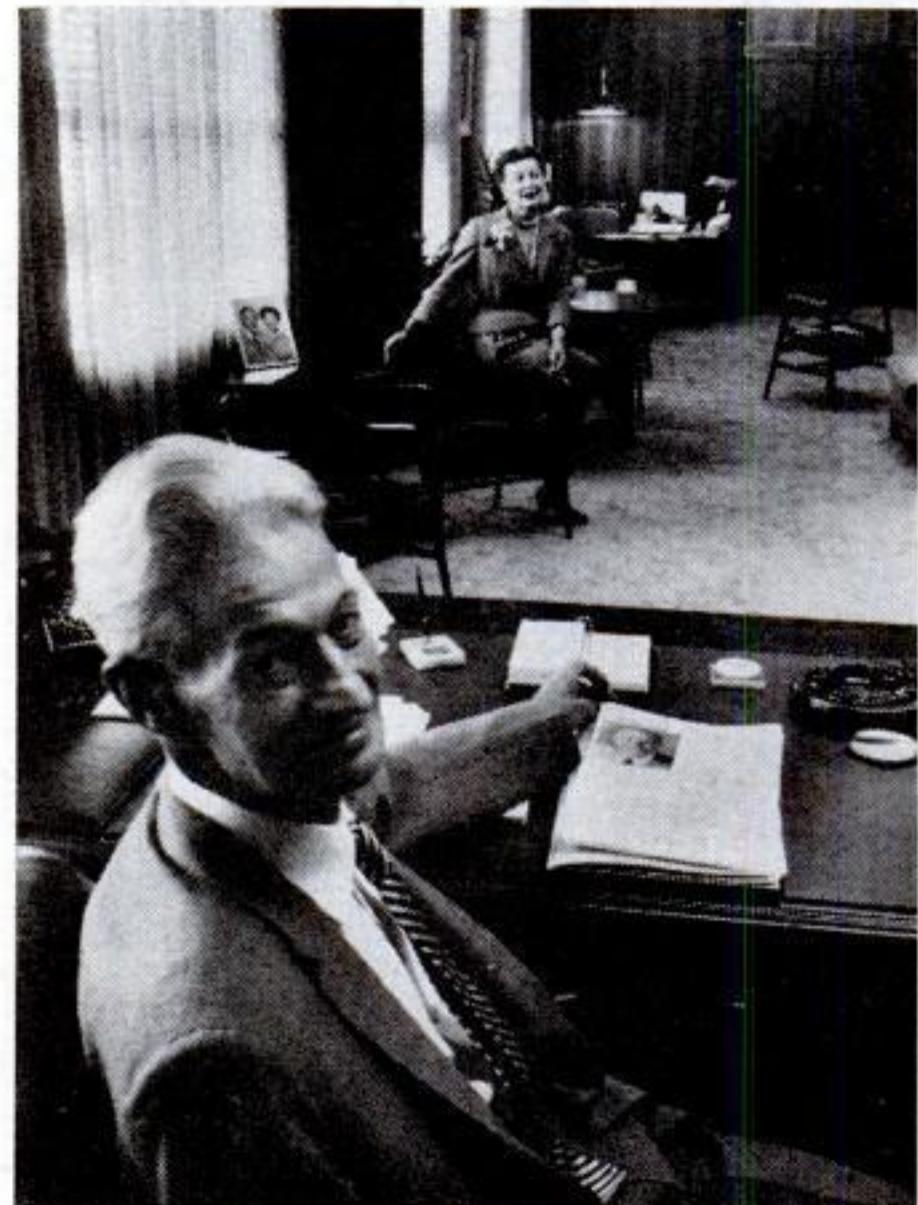
FRANCIS TOWNSEND at 90 takes it easy, here in a Los Angeles park, but still promotes his plan.



A NEW KNOWLAND, having dropped his sternness, smiles way on through his campaign, here at Fallbrook, Calif. He began intensive touring after Labor Day.



FOR KNOWLAND is senator's father, Publisher Joseph Knowland of the powerful Oakland *Tribune*.



FOR KNIGHT are Clem Whitaker, Leone Baxter, veteran publicists, hired for governor's campaign.

California Race CONTINUED



SENATE RIVALS may be San Francisco's Republican Mayor George Christopher (left), who helped bring Giants to town, and Democratic Congressman Clair Engle.

THE CRUCIAL POSITION OF NIXON

In the great California battle between Senator Knowland and Governor Knight, the balance of power rested a continent away in the hands of Vice President Richard Nixon. His personal political organization is the best in the state and he is the most powerful single influence in the California G.O.P. Last week it appeared certain that he will soon announce that Knowland is his choice for governor. The Vice President will not campaign for Knowland and not order his organization to work, but the organization will go all out. The move might well mean the difference between success and failure for Knowland, at least in the primary.

The Vice President seems to be aiding the man who at the moment is his chief, if not only, rival for the Republican presidential nomination in 1960. Behind this apparent paradox lay careful political logic, and a feud. The California G.O.P. is split between a conservative wing, headed by Knowland, and a liberal, headed by Knight. The Vice President draws support from both wings. An open fight between Nixon and Knowland would aggravate the party schism far more than a fight between Nixon and Knight, who has long been attacking the Vice President personally.

Even if Knowland wins the governorship and arrives at the 1960 national convention with the California delegation in his pocket, Nixon and his associates do not think him a serious threat. They believe that the Old Guard, which supports Knowland, is losing influence in the party. California Democrats, naturally, were enjoying the bitter Republican fight—and expected to gain by it. With the strongest Republican candidate for the Senate (Knowland) out of the race, the Democrats and their likely candidate (above) saw a fine chance to take Knowland's seat.



UNCOMMITTED AS YET, Norman Chandler of the Los Angeles *Times* will probably back Knowland.



BLOODY FIGHT IN A CAPITOL

State legislature shoots it out to impeach Brazilian governor

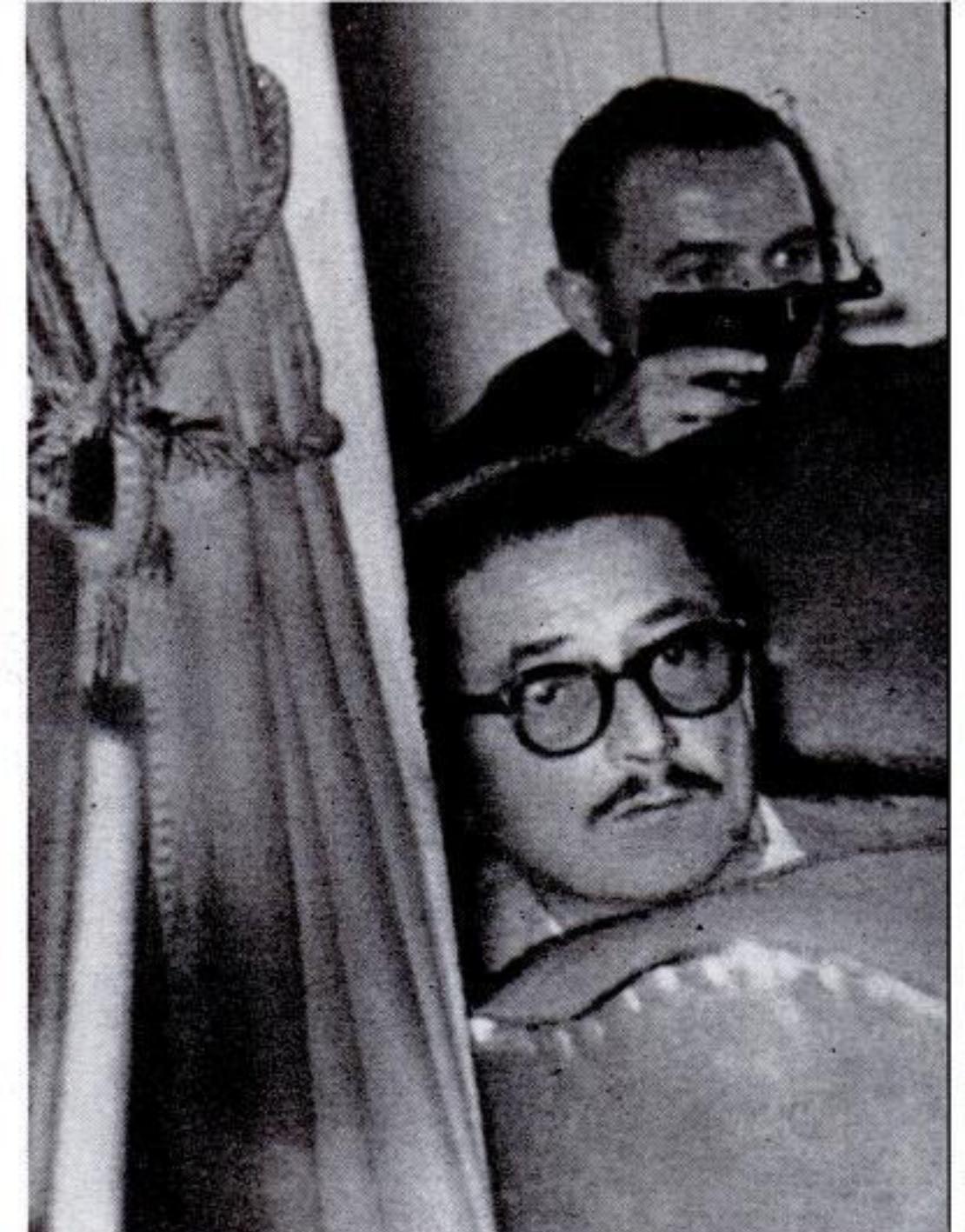
In the rural northeast Brazilian state of Alagoas, the legislature was finally ready to move against Governor Muniz Falcão. It was a move not made lightly. In the past 10 months, three political opponents of the governor had been shot and two of them were killed. After the last shooting in February many deputies had run off to hide. Now the opposition leader, Oseas Cardoso, had rallied the pledged support of 22 of 35 legislators to vote to impeach the governor on charges of complicity in political assassination.

As Sept. 13, the day fixed for the impeachment vote, came near, the capital city of Maceió filled with sinister armed figures. The governor, barricaded in his castle, had sworn, "Only dead will I leave this palace." The governor's father-in-law, Deputy Humberto Mendes, a fiery backlands political boss, unlimbered a .45 Colt which he called his "constitution" and declared impeacher Oseas "will not emerge alive from his dirty game." Nearly everybody concerned was taking the political precautions usual in excitable Alagoas, including bullet-proof vests and sandbags around the desks of the legislature's shorthand secretaries. The night before the vote, saboteurs cut off the capital's water and power supplies.

The impeachment session was to begin at 3 p.m., but it never got started. Shortly before roll call father-in-law Mendes strode into the chamber followed by a crew of retainers who, despite the hot day, all wore capes. There were no preliminaries. The intruders whipped back their capes, produced machine guns, and the proceedings detailed in these pictures began.



GOVERNOR'S FRIENDS demonstrated against the impeachment plan outside capitol building on the day the charge against Falcão was to be presented.



GUNFIGHT BEGINS inside state capitol as deputies were fighting off the pro-governor invaders. Here an opposition leader, Teotonio Vilela (spectacles),



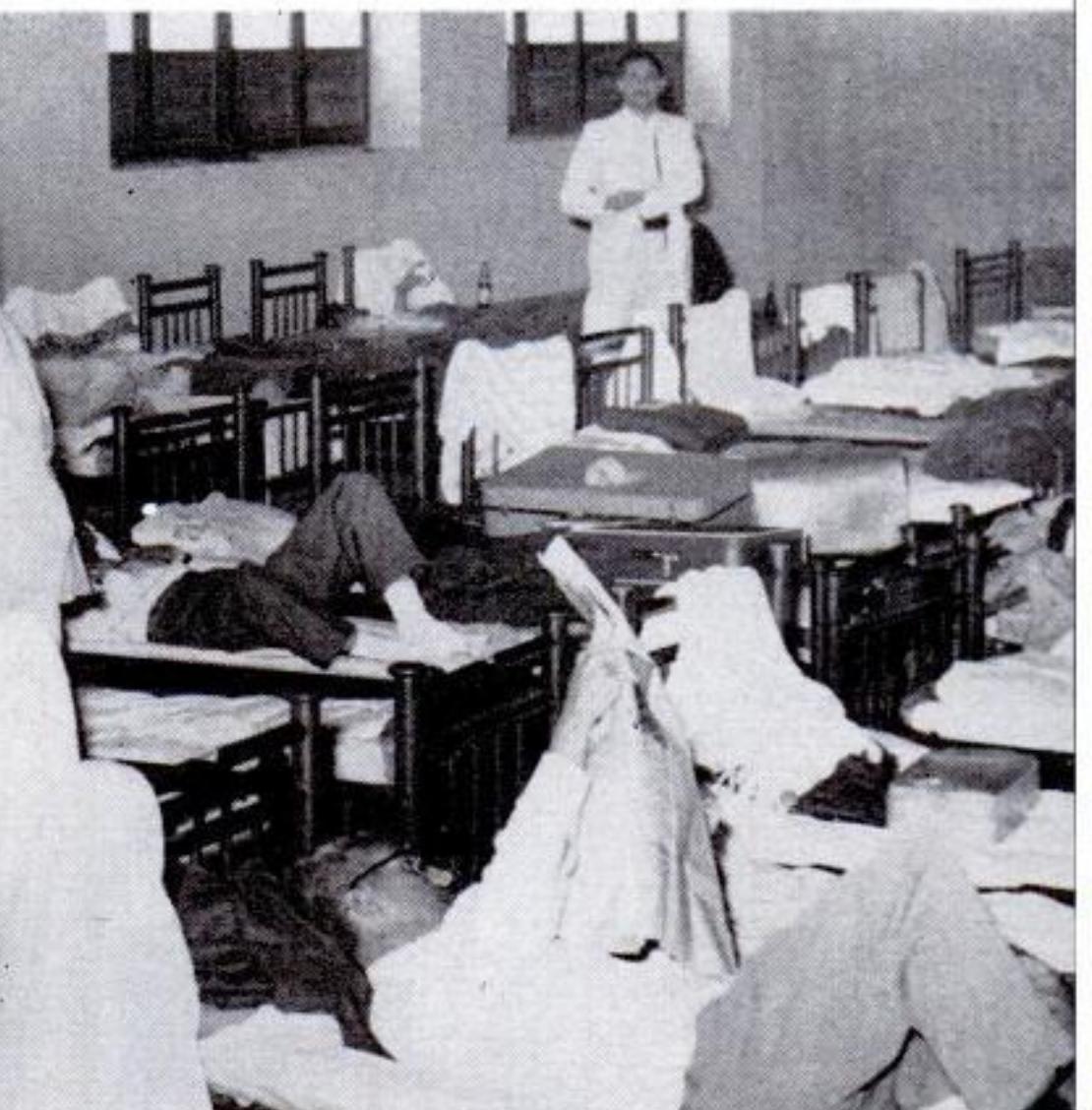
IMPEACHMENT LEADER, Deputy Oseas Cardoso, weathers battle behind chair. He has automatic pistol in his right hand, two extra clips in his left.



WARY VICTIM, anti-governor Deputy Antonino Malta, though wounded and laid out on desk, keeps pistol ready in case the fighting breaks out again.



DEPUTIES IN SANCTUARY, survivors of the battle are quartered for safekeeping in the barracks of national troops. Under federal intervention which



was imposed by Brazil's President Juscelino Kubitschek, Alagoas legislature met again five days after the battle for final vote on the impeachment motion.



BARRICADE AT HOME is raised by a deputy (left) as he and a helper raise a bar on the door, fearing that his political enemies may begin new hostilities.



peers over a chair back while another opposition deputy, Antonio Gomes, aims his pistol from the protection of a sofa. Fight continued for 10 minutes.



BATTLE CASUALTY Deputy José Onias clutches wounds. He has dropped his own weapon into shadows but shoulder holster still bulges from his coat.



ABANDONED WEAPON, submachine gun, presumably from Falcão forces, lies on floor amid blood-stains and other debris of 10-minute pitched battle.

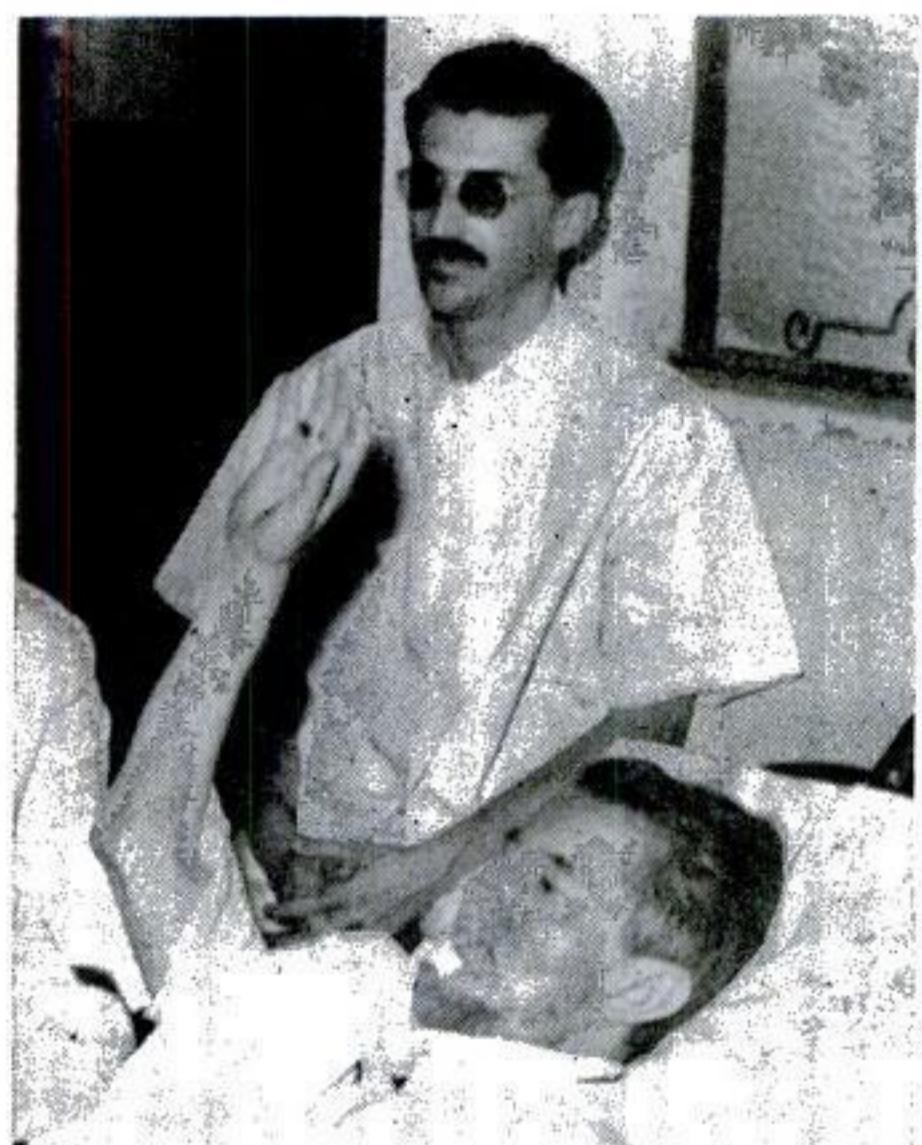


RELIEF FORCES, federal Brazilian troops, march into the embattled legislative chamber and put an end to the battle. Armed with bayoneted rifles and

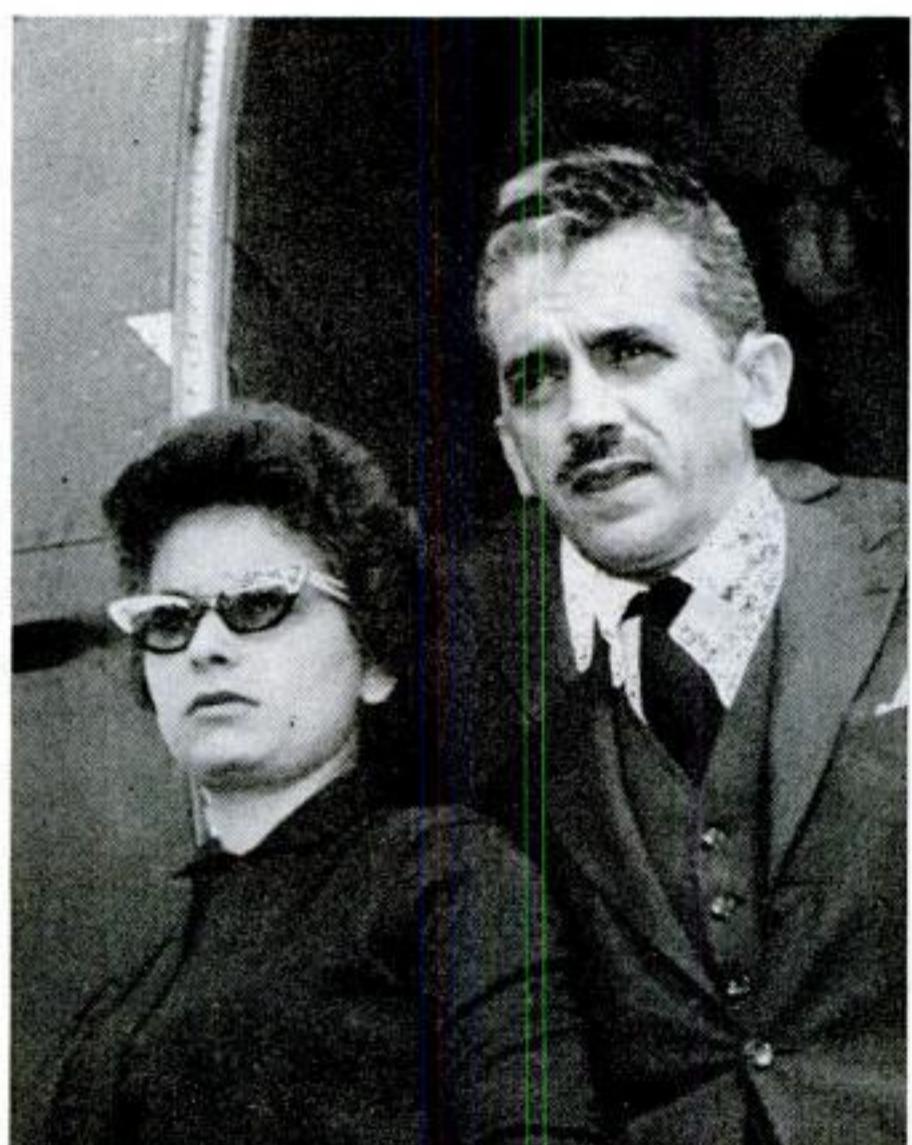
submachine guns, they disarmed the combatants, aided the wounded and escorted the jittery survivors to safety, later placed 300-man guard over building.



DYING FIGHTER is carried out. He is the governor's father-in-law, Deputy Mendes, the man who started the fight and the only man fatally wounded.



VOTE TO IMPEACH is cast by Deputy Carlos Gomes de Barros. Wounded in throat, unable to speak, he raises hand. Deputies voted for impeachment.



GOVERNOR IN FLIGHT, Falcão and his wife Alba arrive in Rio after her father's funeral. Falcão says that he will fight the impeachment proceedings.



ACTING GOVERNOR Sizenanda Nabuco takes over duties. Though impeached, Falcão claims he is still governor pending disposition of charges by courts.



STUDYING DIAGRAM OF ENEMY PLAY HELD ALOFT BY COACH, PITTSBURGH SCRUBS SHARED THE INTENSE PREPARATION FOR OKLAHOMA. THEY RAN OKLAHOMA'S PLAYS



BIG QUESTION goes unnoticed in dressing room by Pitt players. For the answer, see pictures below.

PITT PLANS BUT OKLAHOMA GOES

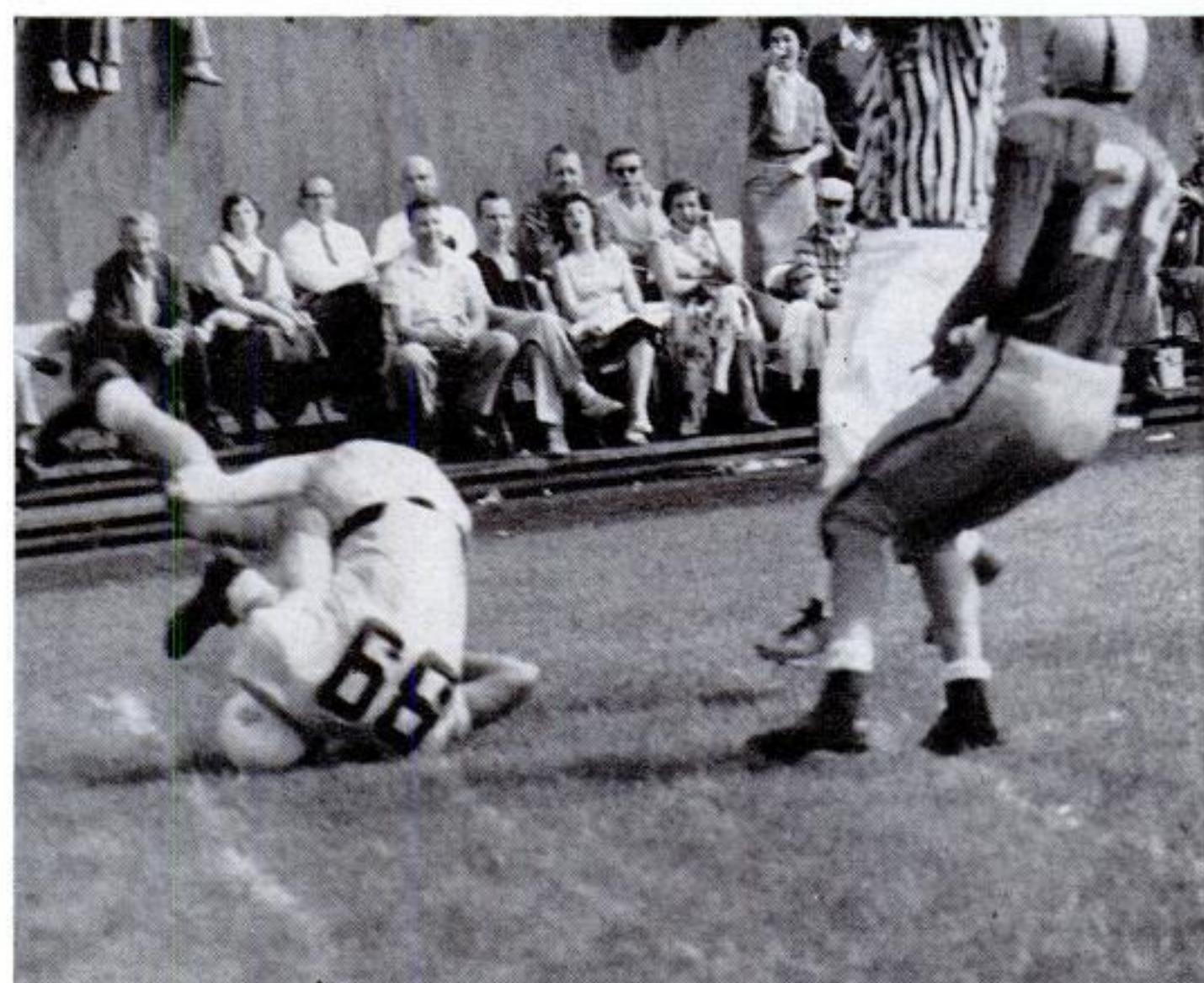
If anybody was going to stop Oklahoma's football team this fall, it looked as if Pittsburgh would do it in the first game of the season. Not only was Pitt big and tough, but Pitt thought it was ready. The players reassured themselves of this every time they studied the diagram of an Oklahoma play. Anticipating a great upset, Pittsburgh fans bought out the 59,000

seats in their stadium sooner than ever before in the university's history. Last week Oklahoma, the object of this well-planned intrigue, came to town with low-cut shoes and short sleeves to put college football's longest winning streak (40 games) on the line.

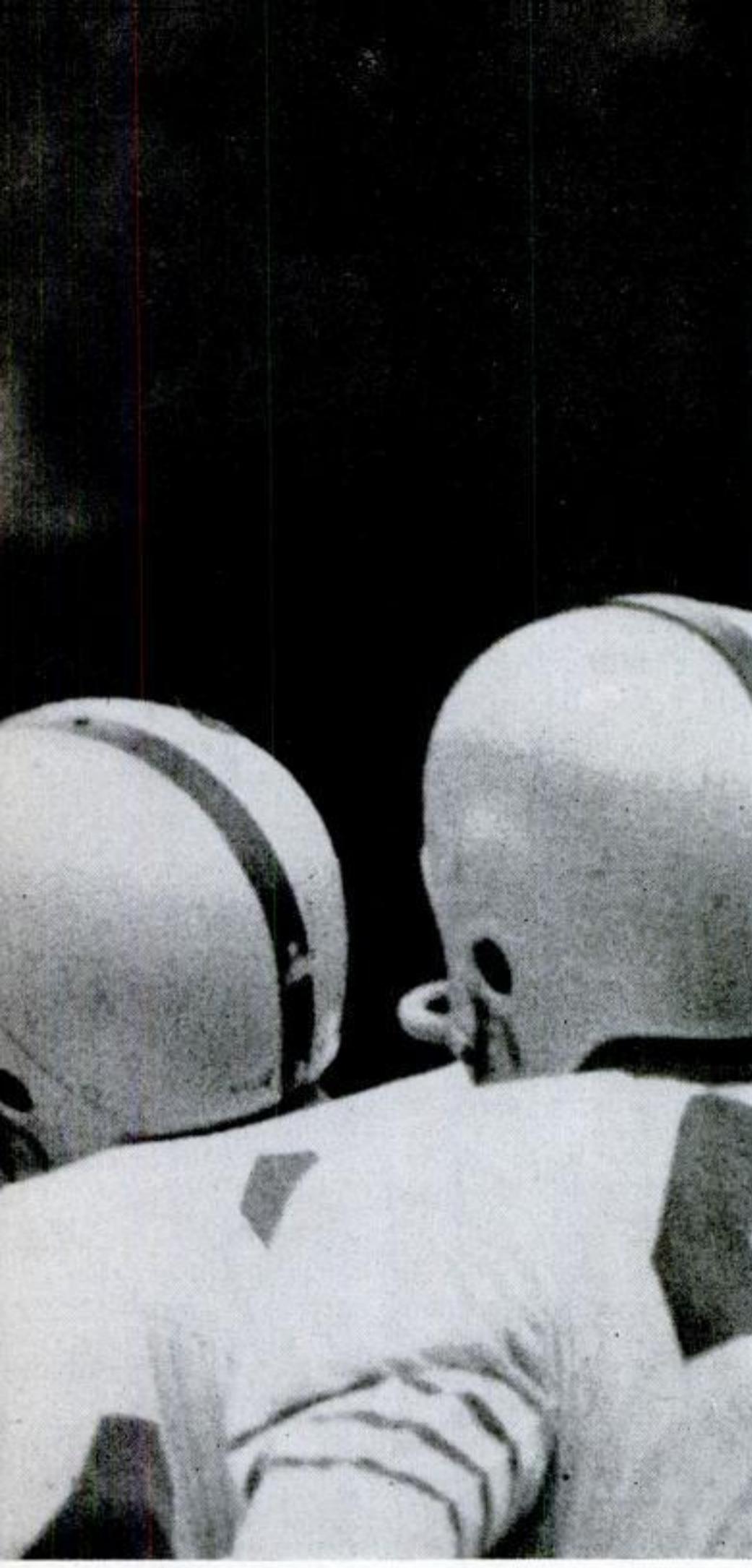
What happened was unexpected, all right, but not quite the way Pitt fans had figured it.



LUNGING for Oklahoma's second touchdown, the only one scored by rushing, All-America candidate Clendon Thomas dives across goal line over Pitt tackler.



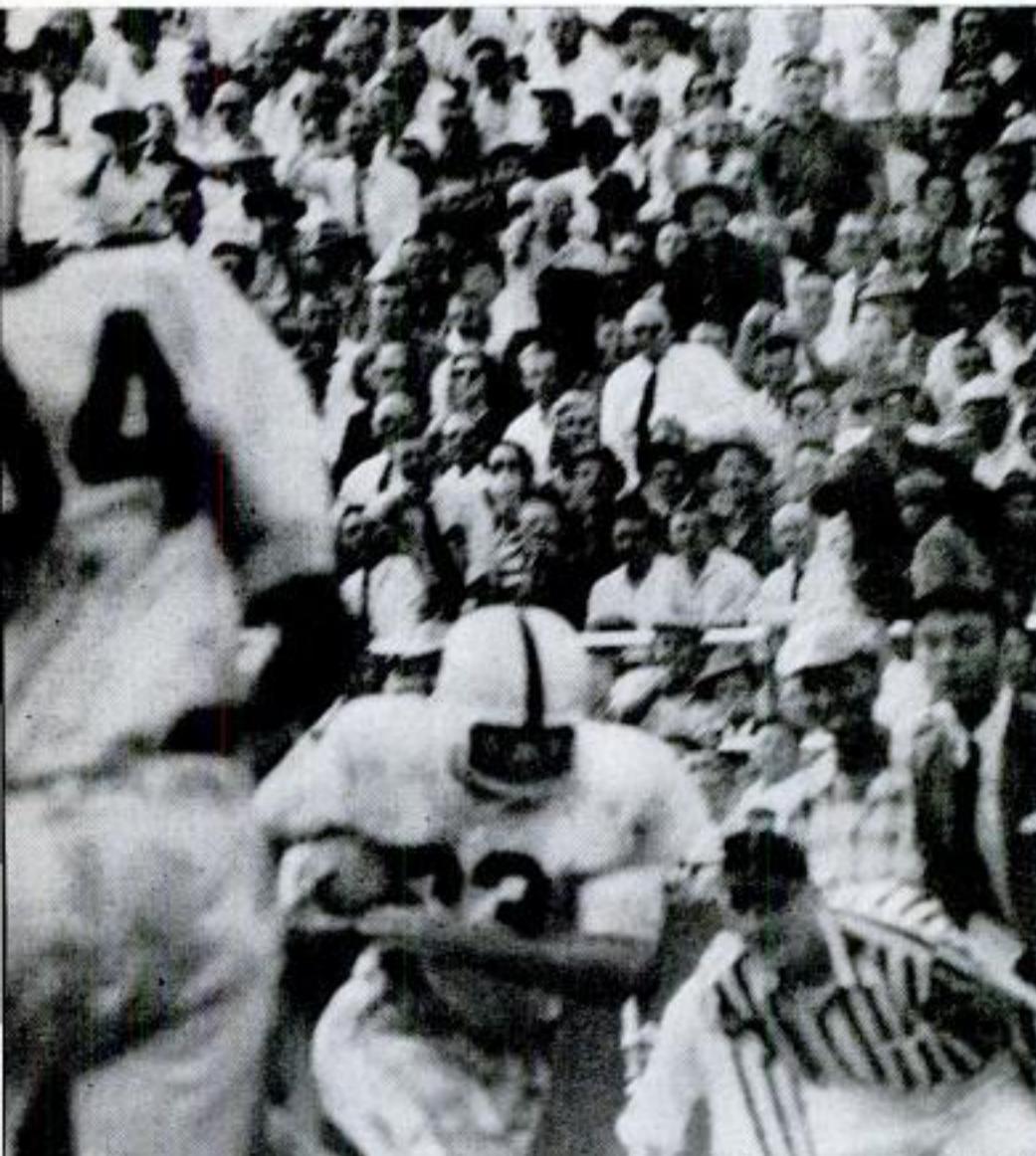
SOMERSAULTING, Don Stiller tumbles outside the end zone after picking off pass for third touchdown. Pitt defender, John Flara (No. 24), watches him go.



AGAINST VARSITY DURING WEEK BEFORE GAME

ROLLING ALONG

The quick-hitting Oklahomans simply turned their rabbits loose. They ran around and over Pitt's ponderous defenders, gained 310 yards to 87, scored four times (*below*) to win 26-0. Having trounced the most formidable-looking foe on its schedule, Oklahoma was on the road to a fourth perfect season—and 50 consecutive victories—which now looked all downhill.



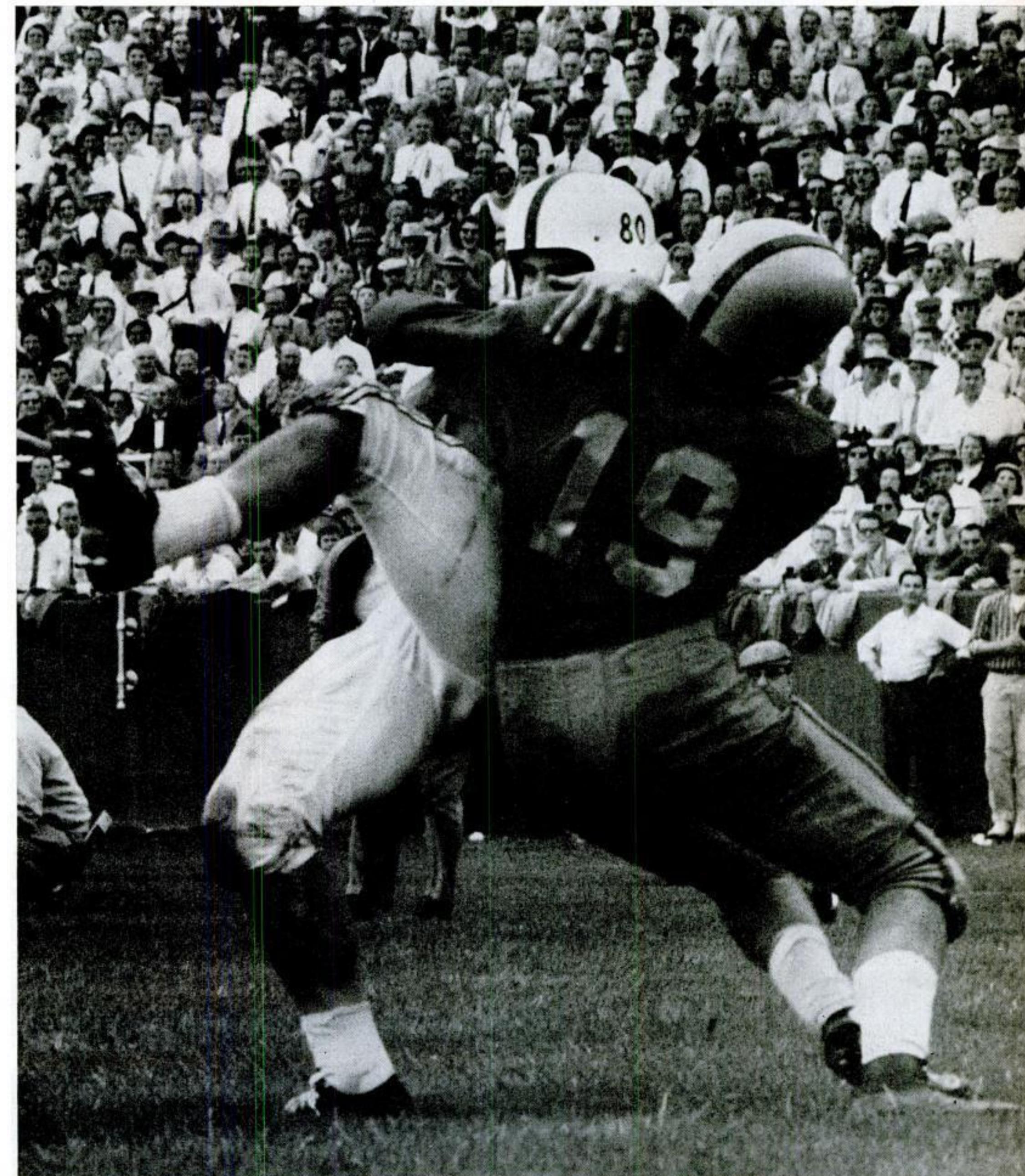
DRIVING, Dick Carpenter makes fourth score after catching pass that caromed off hands of two others.



LOSING COACH John Michelosen frowns as plans go askew. He said later, "Well, next week Oregon."



WINNING COACH Bud Wilkinson smiles as he is congratulated after Oklahoma's one-sided victory.



MOST SPECTACULAR TOUCHDOWN by Oklahoma was the first. Here Joe Rector is tackled too

late by Pitt's Bill Kaliden after going up in the air for a pass. A fifth Oklahoma score was called back.

HOPEFUL PLAN FOR ALGERIA

Of all the nasty problems that spot the globe and this U.N. session's agenda, none is more troublesome than the war in Algeria. It ties down 400,000 French troops and drains the French economy. It threatens the morale of two newly independent Arab nations, Tunisia and Morocco, and undermines their ties with France. It digs a chasm between 1.2 million Algerian French and 8.6 million Algerian Arabs who—by every rule of economics and common sense—are fated to share the same country. It poisons the politics of France, of NATO, of the whole West.

The last session of the U.N. instructed France to seek a "peaceful, democratic and just solution" in Algeria. The Algerian rebels, dominated by the National Liberation Front (FLN), have been lobbying for U.N. intervention on behalf of full independence at once, the only "solution" they will discuss. Our State Department has stood aloof on the ground that it is a French internal problem. Except for Senator Kennedy, who exploded with a pro-rebel speech last spring, most American politicians and editors have also refrained from taking sides lately, having become aware of the enormous complexity of the issues.

We believe it is time U.S. policy and opinion took a clearer stand on Algeria. It is time because the French government of Bourgès-Maunoury has, at long last, come up with a proposal that reasonable men, friends of France and of Arab self-government, can support in good conscience.

This reasonable proposal is having a tough time in the French cabinet, which might even fall on the issue. But whatever happens the plan shows that there are some French officials who have responsibility—more responsibility, by the way, than the rebels showed by rejecting it cavalierly. And should the U.S. ever wind up as an intermediary in

this grisly war, we could do a lot worse than use this proposal as a basis for negotiation.

Algeria would be divided into six autonomous regions, whose governments, appointed at first by the French, would later be elected, without voting discrimination against Arabs. Probably two of the regions would contain a French majority, but the others would be Arab-controlled. For a couple of years Paris would retain control of Algerian defense, finance and foreign affairs. But after some practice in local autonomy, the six regions could elect an Algerian federal government which could then renegotiate the basic instrument as far towards complete independence as the Algerians really want.

The possibility of total secession scares the French *colons* in Algeria and their friends in Paris. But the same possibility ought to recommend the plan to all reasonable Arabs, and help them rid themselves of the xenophobic terrorists who now run the FLN. A two-year cooling-off period should demonstrate whether Europeans and Arabs can govern themselves on a basis of democratic equality. It will be quite a test of democracy, but democracy has a way of proving itself when the test is generous and sincere. This one appears to be.

Certainly it is better than any extreme solution. The French "pacification" by war has not brought peace. Abrupt independence, under FLN leadership, would condemn 1.2 million Frenchmen to extinction or mass flight and 8.6 million Arabs to economic collapse and political chaos. No successful nation was ever born under that kind of fratricidal star. To start Algeria on a hopeful course of democratic development, with two peoples in a federal kinship, is not easy but not impossible either. We congratulate the French government for this honest and imaginative attempt.

TWO BLOWS AT BOLSHEVISM

Seldom has Communist imperialism suffered such a devastating one-two punch as connected last week, viz:

- In the face of frantic Communist efforts to defeat him, Germany's Chancellor Adenauer was re-elected by a 50.18% majority—an unprecedented tribute to Western Europe's most distinguished chief of state. And here people were voting *for* something—*for* Adenauer, that is, and the kind of government that this great man has given them in creating a bastion of Western society.
- In the face of frenzied Soviet efforts to frighten small "neutralist" nations out of voting a new United Nations condemnation of the Soviet murder of Hungary, the condemnation was voted overwhelmingly—60 for, 10 against, 10 abstaining.

These victories were won by the steadfast solidarity of free nations—which will long

need these qualities for their own security against the Soviet threat. But is there any hope that such victories, being merely political, will ever change the aggressive nature of Soviet policy, or lessen its leaders' determination to communize the world? In the current *Foreign Affairs*, Secretary Dulles voices just such a hope: "International Communism is subject to change even against its will. . . . We can be confident that [the time] will come when the nations now ruled by international Communism will have governments which, whatever their label, [will] in fact serve their own nations and their own peoples rather than the insatiable world-wide ambitions of an international Party. . . . Only thus can Russia achieve its proper desire to be surrounded by friendly peoples. The martyrs of Hungary have not died in vain if they have advanced the coming of that day."



QUICK FROZEN
BY SWANSON

When it bakes this juicy...with a crust this flaky...

it's a quick-frozen Swanson pie!

The best pie you ever tasted is a perfect snap to bake! It's a Swanson Blueberry Pie — filled with juicy, plump, sweet berries in natural juice. No heavy thickening is ever used. Thanks to freezing the Swanson way, the juice has no chance to soak into the famous Swanson crust so it stays extra-crisp and flaky — the way you like it best. Just pop one of these delicious pies in the oven without defrosting and see what wonderful things happen when you and Swanson get together on a pie! Remember, blueberry pie is only one of four different kinds of Swanson Fruit Pies.

Only Swanson pies, (apple, cherry, peach and blueberry) are made in the individual size and packed in pairs. You can serve several kinds at one meal, so everyone gets his special favorite without extra work from you!



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Look for special features on Swanson convenience foods during the Campbell Kids Birthday Celebration, at your grocer's now!



Family Size . . . Individual Size.
Apple, cherry, blueberry, peach.

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Never before so many important
advances... all in one fine set

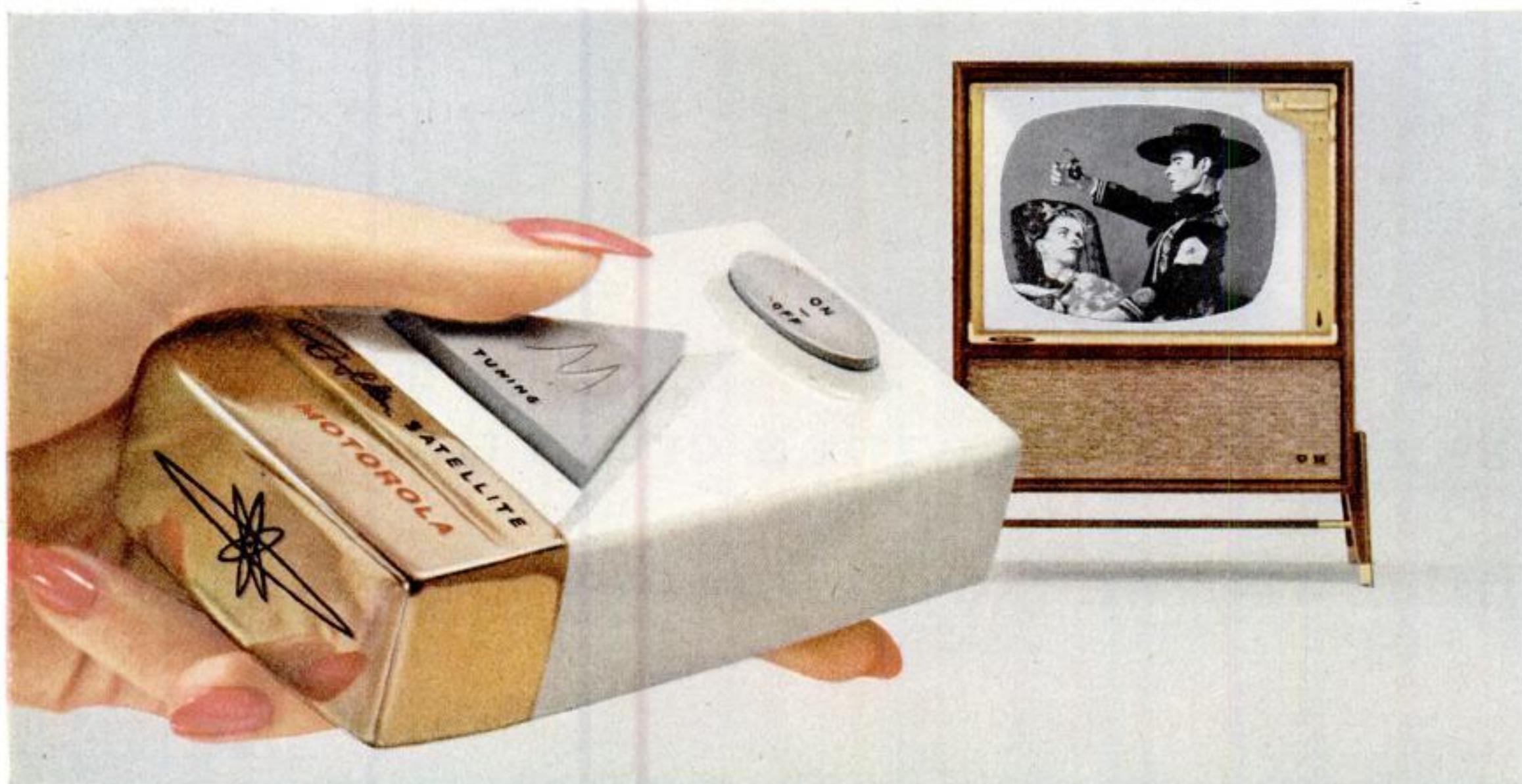
Even a custom-assembled set couldn't give you the features you'll find in new '58 Motorola® Golden Satellite TV.

That's why we say compare. You're in for some pleasant surprises.

Imagine tuning this TV *perfectly* from your easy chair across the room, without wires. Golden Satellite TV features the most advanced wireless remote control ever. It brings in every channel *automatically fine tuned*.

Imagine owning TV that stays young. Motorola has perfected an amazing electronic discovery that cushions "warm-up shock"—the main cause of TV failure. It eliminates 3 out of 4 service calls, adds years to the life of your set.

Imagine new Thin Line styling in your home. Here's slender elegance that doesn't skimp on width or height. So there's room for two, even three powerful



New!

First Wireless Remote Control That Changes Channels, Automatically Fine Tuned at a Touch. Turns your TV on and off. Tunes your set from 'way across the room. Holds volume level from station to station. (Naturally, you can do all these things automatically right at the set, too.)

New!

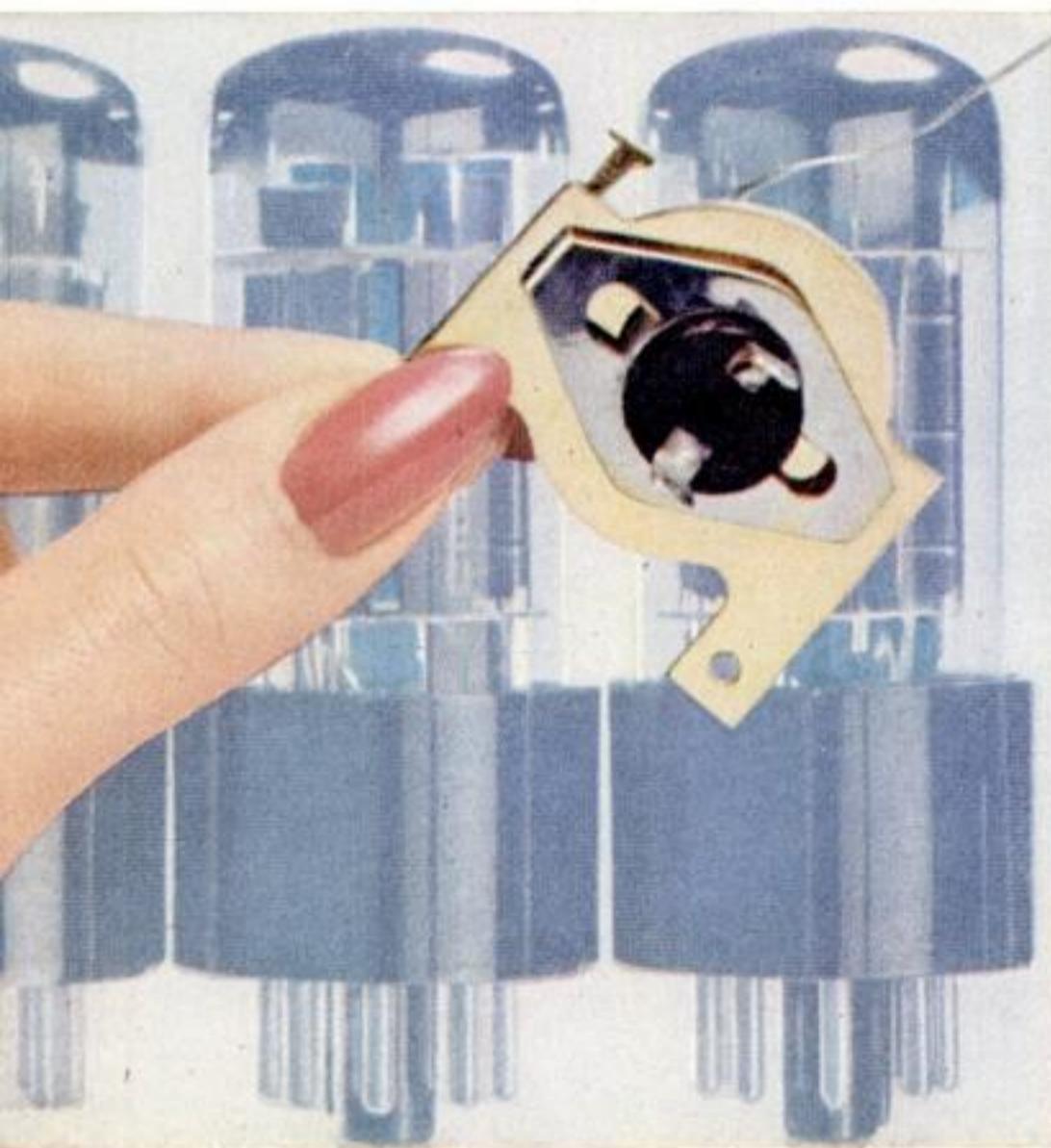
TV

hi-fi speakers. It's the first true blend of fine furniture, hi-fi and TV. Why not drop in for a convincing demonstration at your Motorola dealer's soon?

Shown, Model 21K83. Golden Satellite remote control included. 21" over-all diagonal picture tube with 263 sq. in. viewing area.

More to enjoy . . .

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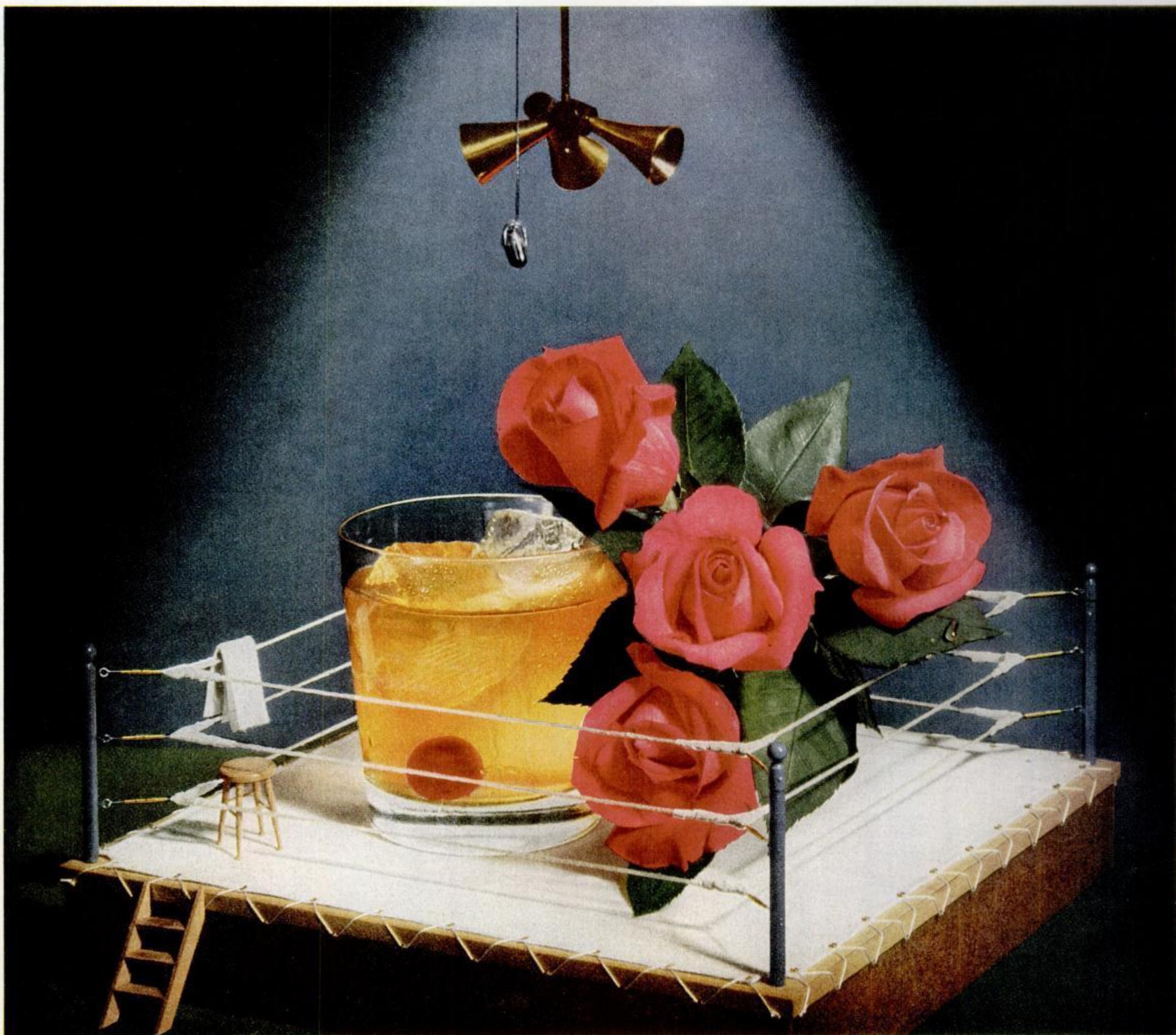
Electronic Discovery Ends "Warm-up Shock" That Costs TV Owners \$10,000,000 Yearly. Motorola's exclusive Tube Sentry eliminates 3 out of 4 service calls. Brings on picture and sound simultaneously. Triples the life expectancy of every tube and other parts in your set.



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Thin Line Styling. The lean, lithe look in rich-grained, satin-finished hardwoods. Completely functional design. Simplified controls . . . pushbutton on-off, pushbutton channel-changer bar. Illuminated channel indicator. Two hi-fi speakers are tilted up towards ear level—tinted safety screen is tilted down to eliminate glare.

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Four Roses is tailored to the most discriminating taste—with a *brightness* of flavor no other whiskey can match.

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TIME for the finest... **FOUR ROSES**





MAJESTY OF THE LAW in Arkansas integration crisis is represented (left to right) by Federal Judges John E. Miller, who approved Little Rock integration plan in 1956; Martin D. Van Oosterhout; Ronald Davies. The three judges jointly

decided to postpone action on a complaint by several Negro clergymen that Arkansas segregation laws are void under the U.S. Constitution but Judge Davies ruled singly on the question of the National Guard action in the Little Rock case.

THE FEDERAL LAW IS LAID DOWN TO FAUBUS

After his lawyers walk out of federal court the governor gives the order for Guardsmen to withdraw

In the third week of Little Rock's painful school integration crisis, the law was unmistakably laid down, although the process of its enforcement promised to be more painful still. Federal Judge Ronald N. Davies directed Governor Orval Faubus to stop using the Arkansas National Guard to obstruct the enrollment of 10 Negroes at Little Rock's Central High School. Previously, Governor Faubus had failed to withdraw the militia, even though his statement after a conference with the President had indicated that he would obey the law. Both Eisenhower and Faubus were criticized for doubletalk during the week that followed. The governor's

first act was to demand that the judge disqualify himself as prejudiced. North Dakotan Davies declined to step down, Faubus failed to appear in court and his lawyers walked out, challenging the federal court's jurisdiction in the acts of a state governor.

After Davies had ruled, Faubus did withdraw the National Guard (*next page*). But he declared he would appeal Davies' ruling and urged the Negro children to forbear using their right to enter Central High. If they tried anyway, it would then be up to the Little Rock police to keep order in an atmosphere which the events had made heavy with racial passion.

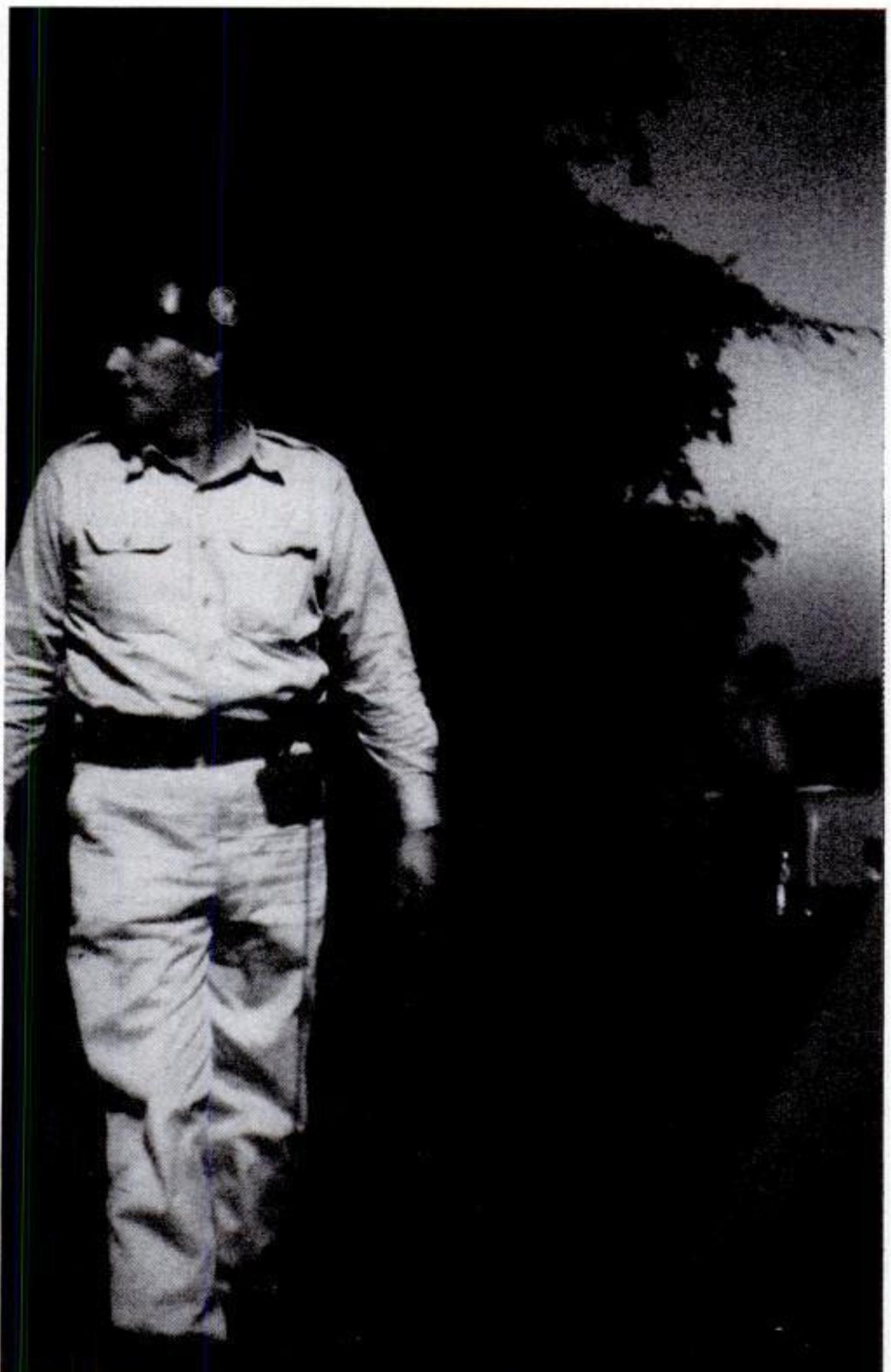


BOLTING LAWYERS, Faubus' chief counsel, Thomas Harper (far left), and Kay Mathews (far right) walk out of court before Davies ruled against governor.

◀ **EMBATTLED GOVERNOR** Faubus (left) confers in executive mansion with Congressman Hays, who helped set up meeting with Eisenhower a week earlier.



HOPEFUL NEGROES (front to rear), Ernest Green, 16, Carlotta Walls, 15, Gloria Ray, 15, members of the group of 10 students barred from Little Rock Central High School, burst from Judge Davies' courtroom feeling confident that his ruling will increase their chances of entering school with whites.

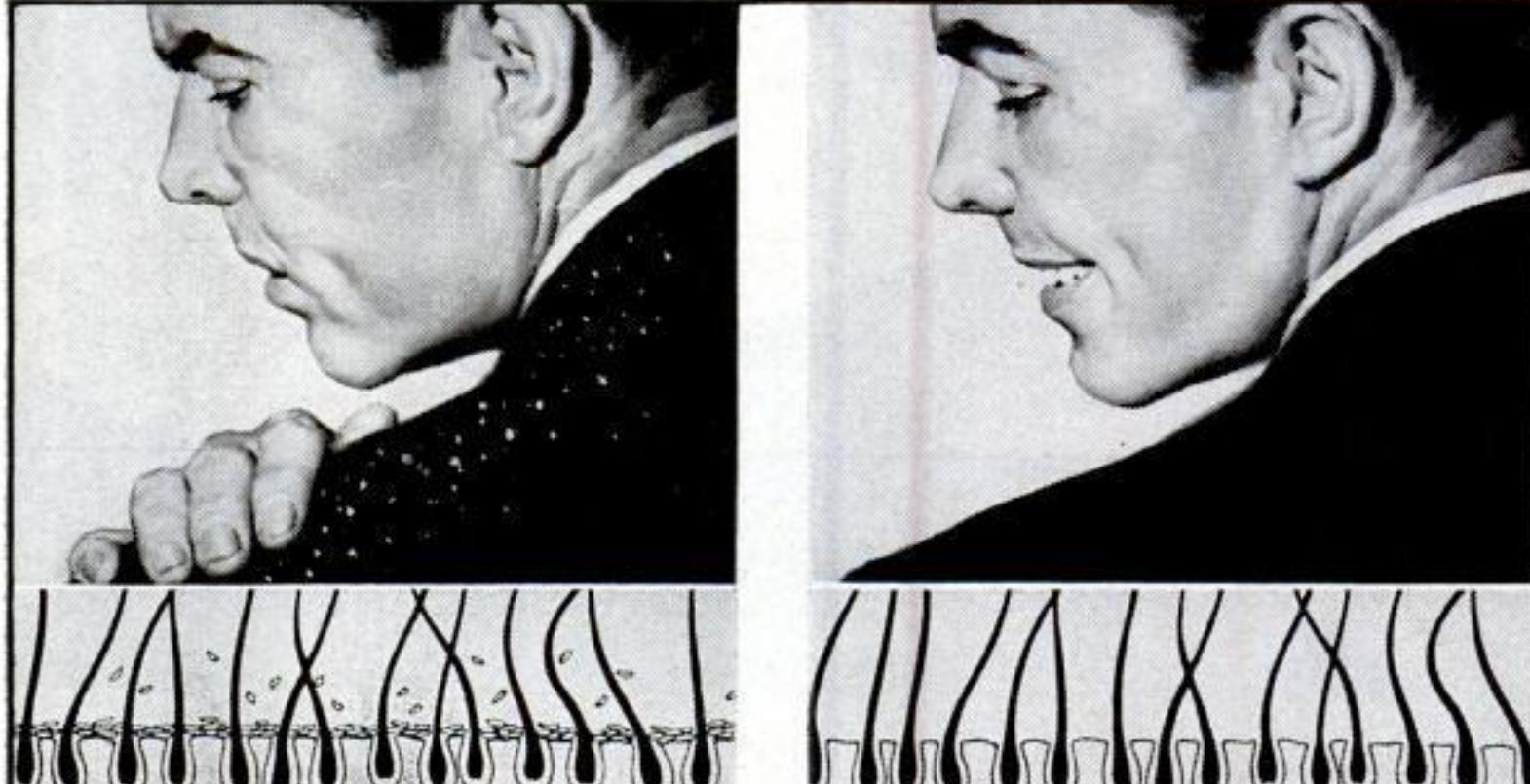


RETIRING COMMANDER, Colonel Marion Johnson, boss of the National Guard unit that Governor Faubus recalled from Central High School following Judge Davies' ruling, makes his rounds for the last time while state trooper from contingent that shared watch duties with Guard stands by (background).

Theradan clears up severest dandruff and itchy scalp

...with just 3 applications!

It works because Theradan is a medicine ... not a shampoo



Shampoos, tonics, ordinary preparations remove *loose* dandruff but leave a scaly crust of dead cells on your scalp to form new flakes in less than a week.

Theradan with Sarthionate penetrates the scaly crust and lifts it off—leaves your scalp free from dandruff and related itching for 1 month to 4 months!

Bristol-Myers' new Theradan works *beneath* the surface, not just *on* it... penetrates and removes layers of dead, dandruff-forming cells to leave the scalp free from scales and related itching... to stop new dandruff before it starts!

LIKE ANY MAN OR WOMAN who suffers from dandruff, you may doubt that it can be *controlled*—much less *eliminated* for long periods.

But Theradan is *not* just a tonic—not a preparation you use every day or every week—not a shampoo you wash right out. It's a new kind of medical treatment, containing penetrating Sarthionate.

Unlike so-called "dandruff-treatment" shampoos, Theradan stays on long enough for the medicine to do its work—usually from $\frac{1}{2}$ hour to 1 hour before shampooing. In a very severe case, it can stay on up to 8 hours if needed.

Theradan goes far beyond ordinary preparations that only remove *loose* dandruff. Such preparations can't penetrate the scaly layer of dead cells that sticks to the scalp and keeps forming new dandruff flakes. Theradan gently loosens this layer and removes it from your scalp. Thus Theradan leaves your scalp free

from scales and itching—kills scalp germs, stops dandruff before it starts!

In 20 months of testing by skin specialists, Theradan was completely effective in dandruff cases so severe that even strong prescription remedies failed to give adequate relief. With Theradan, none of these men and women had dandruff again for 1 month to 4 months.

When you have cleared up itchy dandruff with Theradan, use it occasionally—as many people do—just to prevent recurrence. Get Theradan today.

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MAKES
THE
DIFFERENCE



Steady smokers know it best! *Tareyton mildness makes a wonderful difference!*

Your taste stays clean, fresh, wide-awake. You get the satisfying flavor of fine, mild tobaccos.

The filter really filters. *You get more enjoyment all the way.* Try Tareytons today.

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BY THE MAKERS OF HERBERT TAREYTON—FAMOUS FOR QUALITY, DELIGHTFULLY MILD, TIPPED, FULL KING SIZE.

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Nothing matters but you two. Your world is all wrapped up in this one momentous moment. Don't let *anything* spoil it. Double check your charm every day with VETO... the deodorant that drives away odor... dries away perspiration worries. (Remember, if you're nice-to-be-next-to... next to *nothing* is impossible!)

VETO is for you in more ways than one



Cream



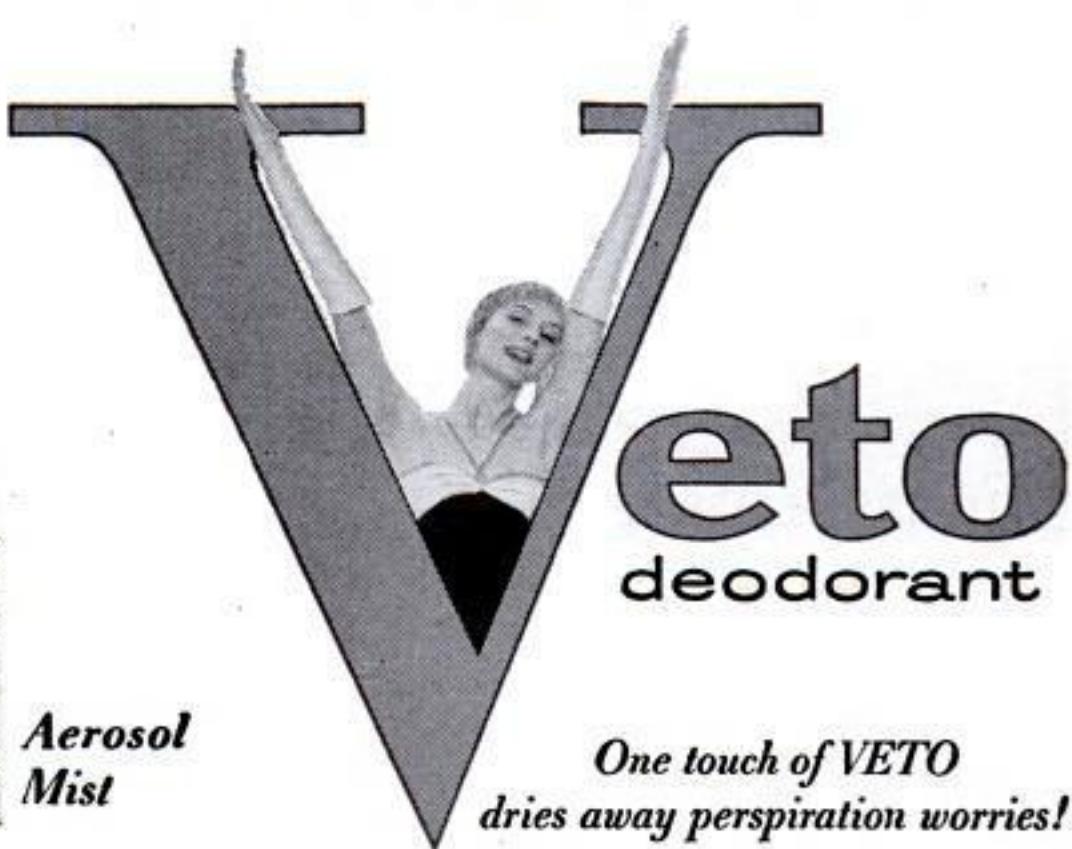
Spray



Stick



Aerosol
Mist

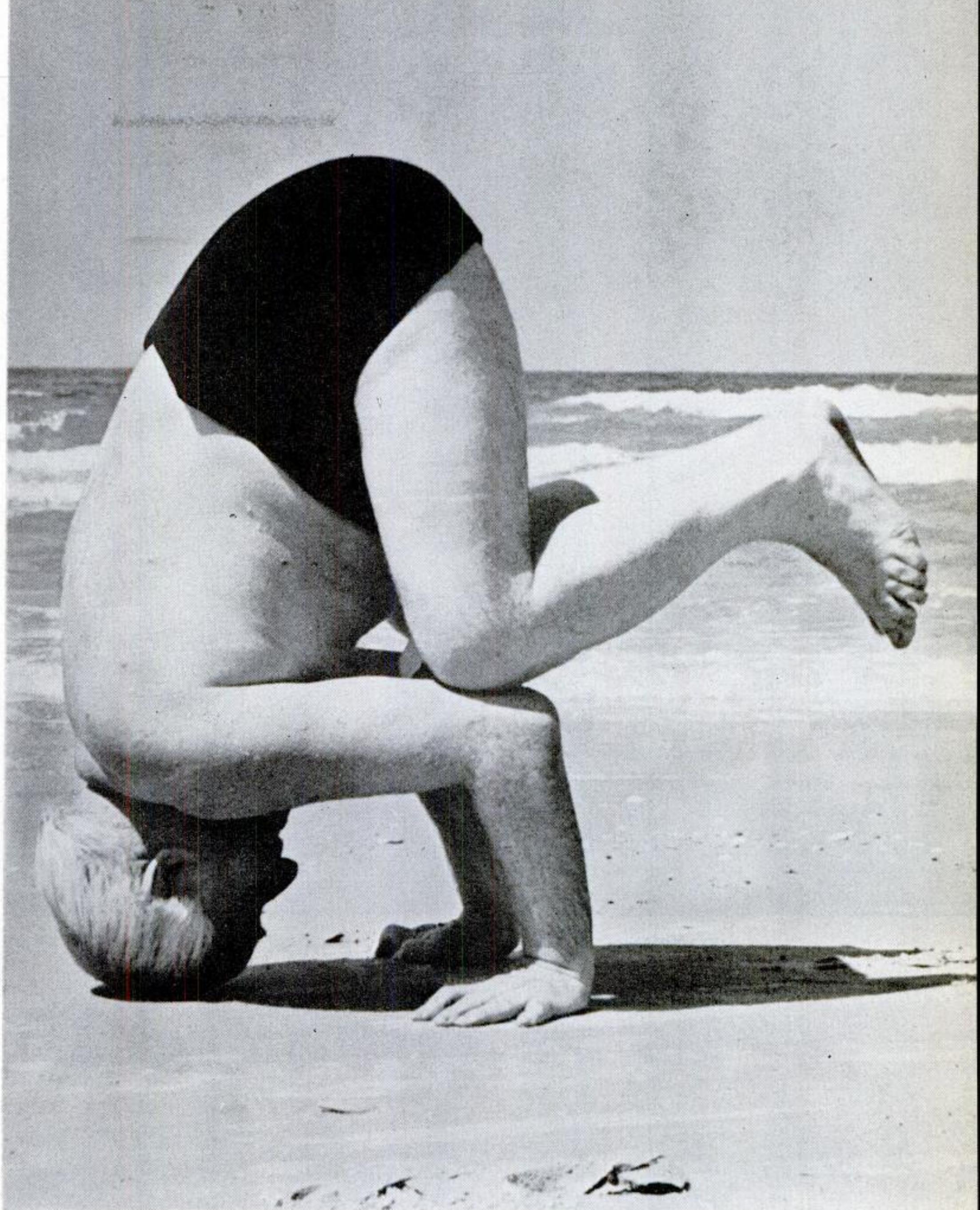


A LOOK AT THE WORLD'S WEEK



HEAD MAN STILL HEAD

Re-elected last week as expected, West German Chancellor Konrad Adenauer, 81, touched his head and beamed over the size of his victory, an unprecedented 50.18% of the vote (see *Editorial*, p. 32), then impishly suggested his opposition had better try "rejuvenating drugs."



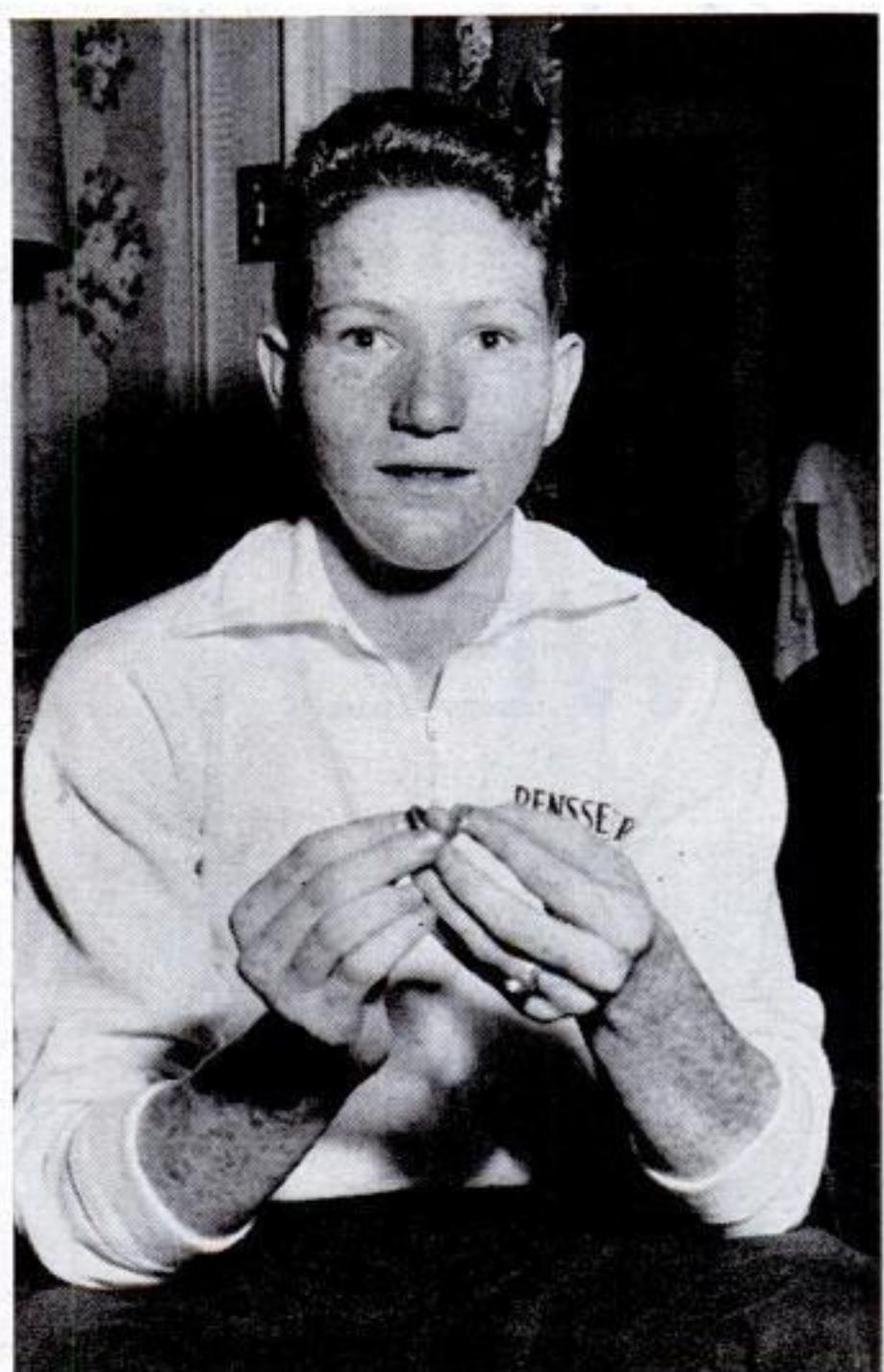
HEAD MAN'S HEADSTAND

Taking time out from being a man in the middle in the Middle East, Israel's prime minister, David Ben-Gurion, visited a seaside resort for two weeks' rest accompanied by a yoga teacher, whose exercises the 70-year-old prime minister faithfully performed each day by the sea.



BLINDED BOY'S CHARGE

His face badly seared, his eyes sightless, David Ozersky, 16, sat in a car with Brooklyn Assistant District Attorney Peter Mirto (right) as Maurice Kessler (center), 17, talked. Ozersky said Kessler was the one who had invaded his classroom and thrown a bottle of lye in his face and eyes, also injuring 19 others. Earlier Ozersky had caused Kessler's arrest by accusing him of making sexual attacks. Doctors hoped that they could partly restore David's sight.

**NICKEL TIP'S BIG TIP-OFF**

In 1953 James Bozart, a Brooklyn newsboy, dropped a nickel tip and the nickel split open. Inside was microfilm which he gave to police. Last week it came out this was what put the FBI on the trail of Rudolph Abel, now under indictment as Russia's master spy in the U.S.

AIR FORCE MISSILE'S SUCCESSFUL BLAST-OFF

With a roar that rattled windows miles away, a rocket-powered missile rose at the Air Force test center at Cape Canaveral, Fla. and, climbing steadily, vanished into the stratosphere.

From its size and power and the satisfied attitude of officials, newsmen guessed this was the first successful launching of the Thor—the Air Force's intermediate range ballistic missile.

**THE BIG BOSS WHO TOOK OVER IN THAILAND**

Thailand, governed by the so-called Coup Party—in its various incarnations—for 25 years, underwent a bloodless coup. Engineering it was Field Marshal Sarit Thanarat, shown taking control of a student demonstration earlier this year against the election methods of

Premier Phibun Songgram, who fled to Cambodia when Sarit took over last week. Declining the office of premier lest he appear "too big," Sarit promised to follow pro-Western policies. But in Bangkok, SEATO headquarters, papers controlled by Sarit are consistently anti-U.S.

**SOMETHING FOR SNIFFLES**

In Baltimore someone finally came up with an antidote for the common cold—at least 30% of the time. He is Dr. Winston Price of Johns Hopkins, shown holding test tubes of tissue cultures used in making a vaccine for a virus which causes a third of the nation's sniffles.

new (and wonderful) from

Admiral®

no wires...no batteries...nothing to wear out!

controls hi-fi radio-phono

controls television



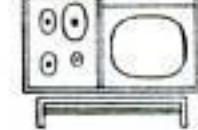
Only Admiral's Son-r dual remote control operates both television and the high-fidelity radio-phonograph!

Here at last is a remote control that performs miracles none other can equal! It's the amazing Son-r Dual Remote Control that not only turns TV on-off and changes TV channels . . . but also turns *hi-fi radio-phono* on and off, and rejects *phonograph records*! And it adjusts the volume on both TV and hi-fi radio-phono!

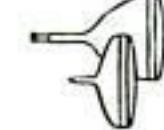
Son-r operates this entire Slim Line TV-High Fidelity "combination" shown above. It lets you switch back and forth from TV to phono or AM-FM radio without leaving your chair. Performs eleven services! It's also available with TV alone—both console and table-model. Just remember: don't settle for less than Admiral's sensational Son-r!



Admiral-built hi-fi 4-speed changer



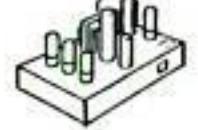
4-speaker hi-fi system



Revolutionary Admiral 110° picture tube



AM-FM tuning eye



20-watt hi-fi amplifier



TV-Phono combination



TV-Phono-AM-FM combination

**Admiral TV-Hi-Fi Combination
Model HFR21F42:**

20-watt hi-fi amplifier. 4 hi-fi speakers, with 10" bass, two 6" middle range, 3½" tweeter. Separate bass & treble tone controls. AM-FM radio. Giant 21" screen* and new 110° picture tube. New Slim Line cabinets in choice of Mahogany, Sierra or Blonde finishes.

*OVERALL DIAGONAL: 265 SQ. IN. VIEWABLE AREA.



AT THE HOSPITAL, TARRED HOT ROD AND POSIE (RIGHT) ARE SCRUBBED CLEAN WITH MINERAL OIL, LEAVING A STICKY BLACK RESIDUE ON THE WALLS AND FLOOR

TROUBLES OF TWO TAR BABIES

In Miami, Fla. in a hospital cubicle ordinarily reserved for unruly drunks, two sad-faced tar babies suffered the painful consequences of a glorious orgy with an unguarded five-gallon can of tar. Walter Johnson, 5, called "Hot Rod," started it. His mother, Katherine Johnson, left him and his sister, Yvonne, 4, called "Posie," playing on the porch. Taking a can of roofing tar left by a friend, Hot Rod showed Posie how to slather the sticky black stuff on

her skin. They helped each other and when there were no untarred places left, they started on sister Kitty Ann, 8 months.

At this moment their mother returned and spoiled the fun by rushing the trio to the hospital. Patient hospital workers, using four bottles of mineral oil, four bedsheets, dozens of towels and a water hose, scrubbed them for three hours. The children finally got clean but now the tar-spattered room has to be repainted.





Capture autumn at your house in a Kodacolor snapshot like this!

The most glorious color snapshots are as easy to take as black-and-whites—with new indoor-outdoor Kodacolor Film!

Colorful memories leap to life in the snapshots you take with new Kodacolor Film. The fun of a fall picnic, the vivid spectacle of a football game, the whole brilliant autumn scene—Kodacolor remembers it all beautifully.

And you can take Kodacolor snaps just

as easily as you take black-and-whites!

You use this new kind of Kodacolor in any popular-size snapshot camera. And you use the same roll indoors and out.

Start saving the autumn fun at *your* house this very weekend. Get a roll or two of new Kodacolor Film—at your Kodak dealer's now. It can be processed locally in many cities or returned to Kodak through your dealer.



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THE GIANT STEP

Not so long from now, eight miles high in the sky, a jet-powered giant will wing you through space almost as fast as sound itself.

With each breath you draw, the DC-8 Jetliner will lull you through half a mile of peaceful, weatherless stratosphere. The familiar world below will shrink before your eyes. And the new blue world of space and sun and stars around you will pass in splendid review.

The DC-8 will capsule time and compress space. Oceans will become lakes, continents islands. Bleak winter will turn into summer's balm in a handful of flying minutes.

The door to the jet age is swinging open. There's a new kind of life ahead...and above. And getting ready to take you there, with gentle giant steps, is the newest member of an illustrious aircraft family...

Aurora borealis:
the northern lights, flashing over the moon

the Douglas DC-8 Jetliner

These fourteen airlines already have purchased DC-8's: Delta Air Lines • Eastern Air Lines • Japan Air Lines • KLM Royal Dutch Air Lines • National Airlines • Olympic Airways • Pan American World Airways • Panagra • Scandinavian Airlines System • Swissair • Trans-Canada Air Lines Transports Aeriens Intercontinentaux • Union Aeromaritime de Transport • United Air Lines



AT SUMMER HOUSE KAY AND REX HARRISON LAZE WITH THEIR PUGS, HENRY HIGGINS AND WOOLACK

ANOTHER HARRISON ON THE HORIZON

Kay Kendall, Rex's new wife, scores a comic triumph in musical film 'Les Girls'

Though she was beautiful and talented enough to get herself well started on a movie career, Kay Kendall did not become famous until she got married. Last June she was wed to Rex Harrison, whose acting as irascible Professor Higgins in *My Fair Lady* had made him—even though he is a Briton—an American national treasure.

Up to then Miss Kendall had been best known for a part in *Genevieve*, a British movie about antique automobiles, where she played a tipsy, trumpet-blowing model. Now she is about to be seen in a big Hollywood musical, *Les Girls*, and a lot of people who go to

see the girl that married Rex Harrison will come away realizing that she has a lot more than an eminent husband. She has real beauty and a rare skill for making rollicking fun of her own good looks without losing one bit of her glamor. She shows herself in *Les Girls* to be a comedienne of the first order.

This fall the Harrisons (see cover) will be making a large splash. As Mrs. Harrison flashes across the country's screens, Mr. Harrison will be seen by tens of millions as he makes his debut as a television star in *Crescendo*, a 90-minute color spectacular (pp. 54, 55).

IN "LES GIRLS" KAY KENDALL (LEFT) SHARES A DRESSING ROOM WITH MITZI GAYNOR (CENTER) AND TAINA ELG, DANCERS IN A TRAVELING REVUE



CONTINUED

Copyrighted material

Tangled tale of a traveling troupe of dancers



The girls of *Les Girls* are dancers: Sybil (Kay Kendall), English, Angele (Taina Elg), French, and Joy (Mitzi Gaynor), American. They are friends, united even in adoring Barry Nichols (Gene Kelly), their producer. But years later in a courtroom they tell conflicting stories of their days together and their testimony gives the film a chance to run through the colorful adventures of a musical on the road in Europe. Full of pleasant music by Cole Porter and lively dancing by Kelly and his three girl co-stars, this MGM movie is all pure fun and delight.



SYBIL'S SAD STORY told (above) on the witness stand is that she came home one night (left) to find Angele unconscious in a gas-filled room where she had attempted to kill herself over Barry.



ANGELE'S ANGRY REPLY told (above) on the same witness stand is that she often came home (left) to find Sybil drunk and shrieking flattened arias from opera *Carmen* because Barry was indifferent.

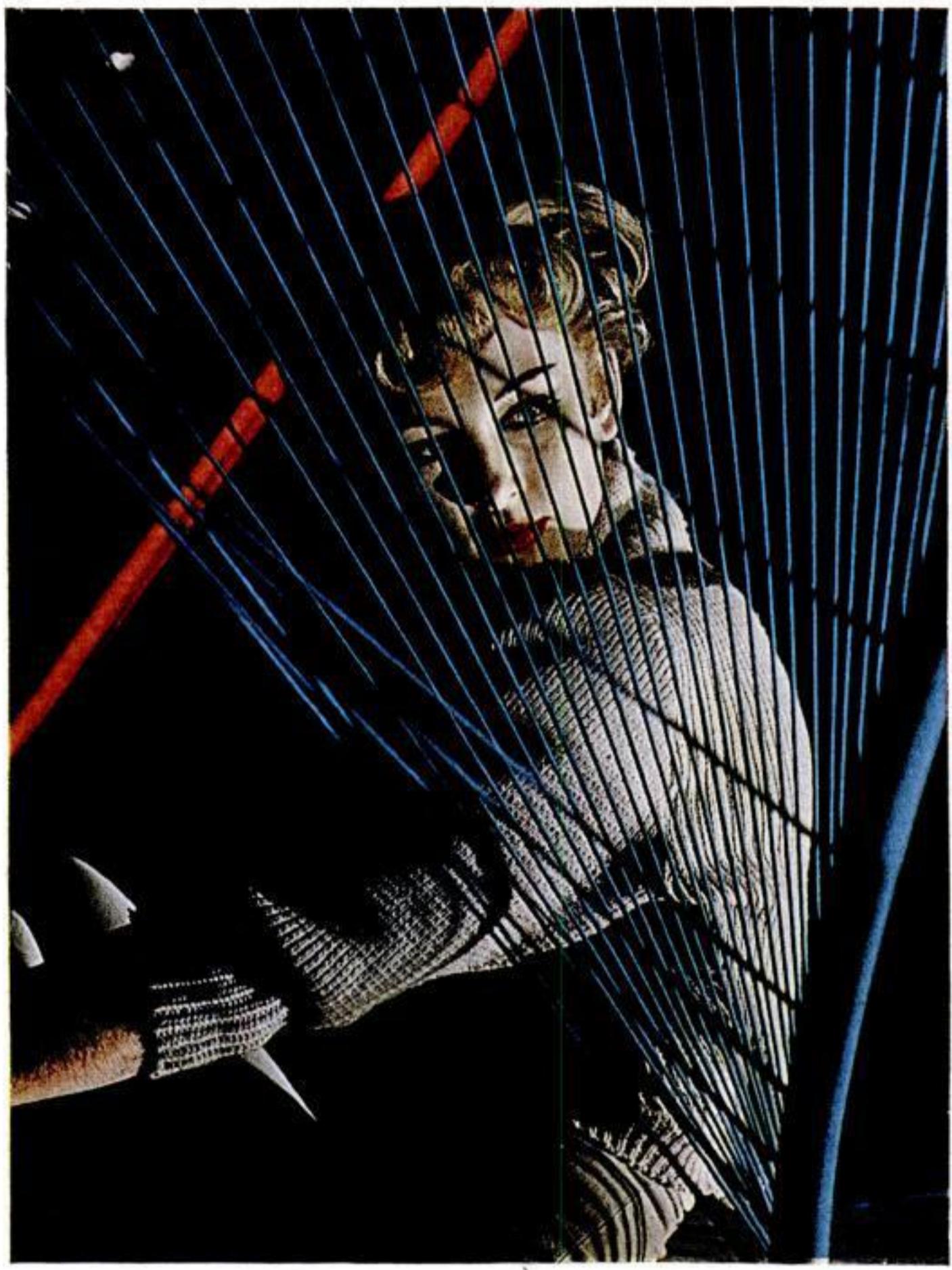


DANCING TO AFRICAN BEAT, Taina Elg as Angele wriggles forward in *Les Girls*, the movie's opening number, which sings the praises of all the world's

girls. Trained at Sadler's Wells in England for the highly disciplined ballet stage, Taina found the free-wheeling music hall way of dancing disconcerting but fun.

CONTINUED

Striking Setting of Netting and Backstage Ropes



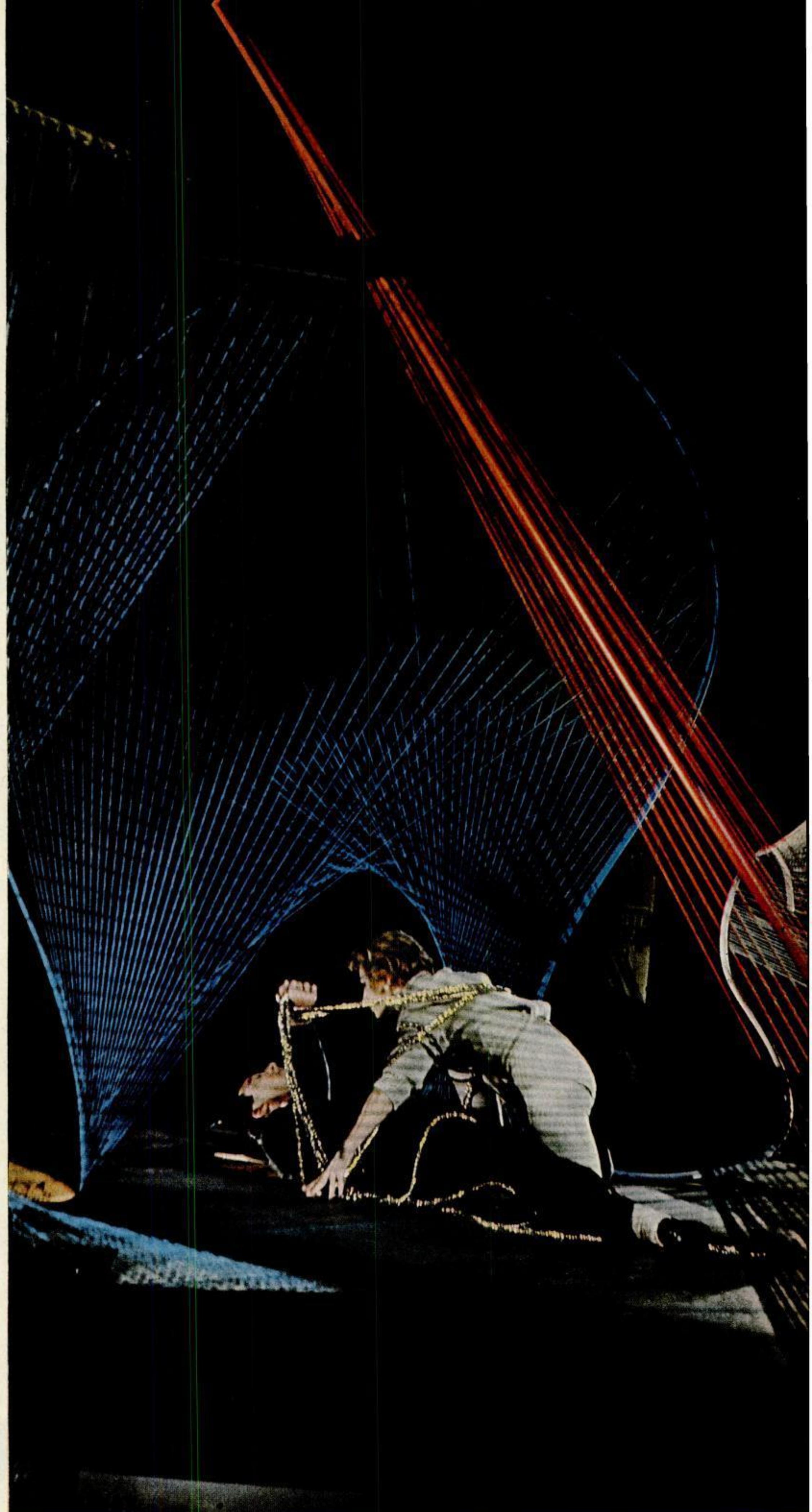
THROUGH A WEB of impressionistic scenery representing backstage ropes, Taina watches intently as she waits to start an episode about a dance rehearsal.



IN A TANGLE of multicolored forms and lines Taina and Gene Kelly twirl as Gene, playing role of a choreographer, forces Taina to rehearse again and again.



for the Dancers



BEHIND NET Taina waits as film's choreographer Jack Cole (*bottom*) has Kelly and girl try a step.

BOUND BY ROPE of gold which entangles them, Taina and Gene end the rehearsal scene on the floor.

CONTINUED



DANCING TO AMERICAN RHYTHM on a vast and highly polished stage, Kelly (wearing black high leather boots in a parody of Marlon Brando's tough-guy

motorcyclist in *The Wild One*) slides to his knees and pivots Mitzi Gaynor through the air to bring movie's dancing turns to a triumphantly acrobatic finale.



IN A CAPER, Kay Kendall as Sybil dances over the furniture with Gene Kelly as Barry, tossing off a lighthearted love song called *You're Just Too, Too*.



WITH A KISS for Barry, Sybil affectionately seals old friendships as the troupe at long last breaks up and each of the three girls heads toward a happy marriage.

A funny actress taking her wife's role seriously

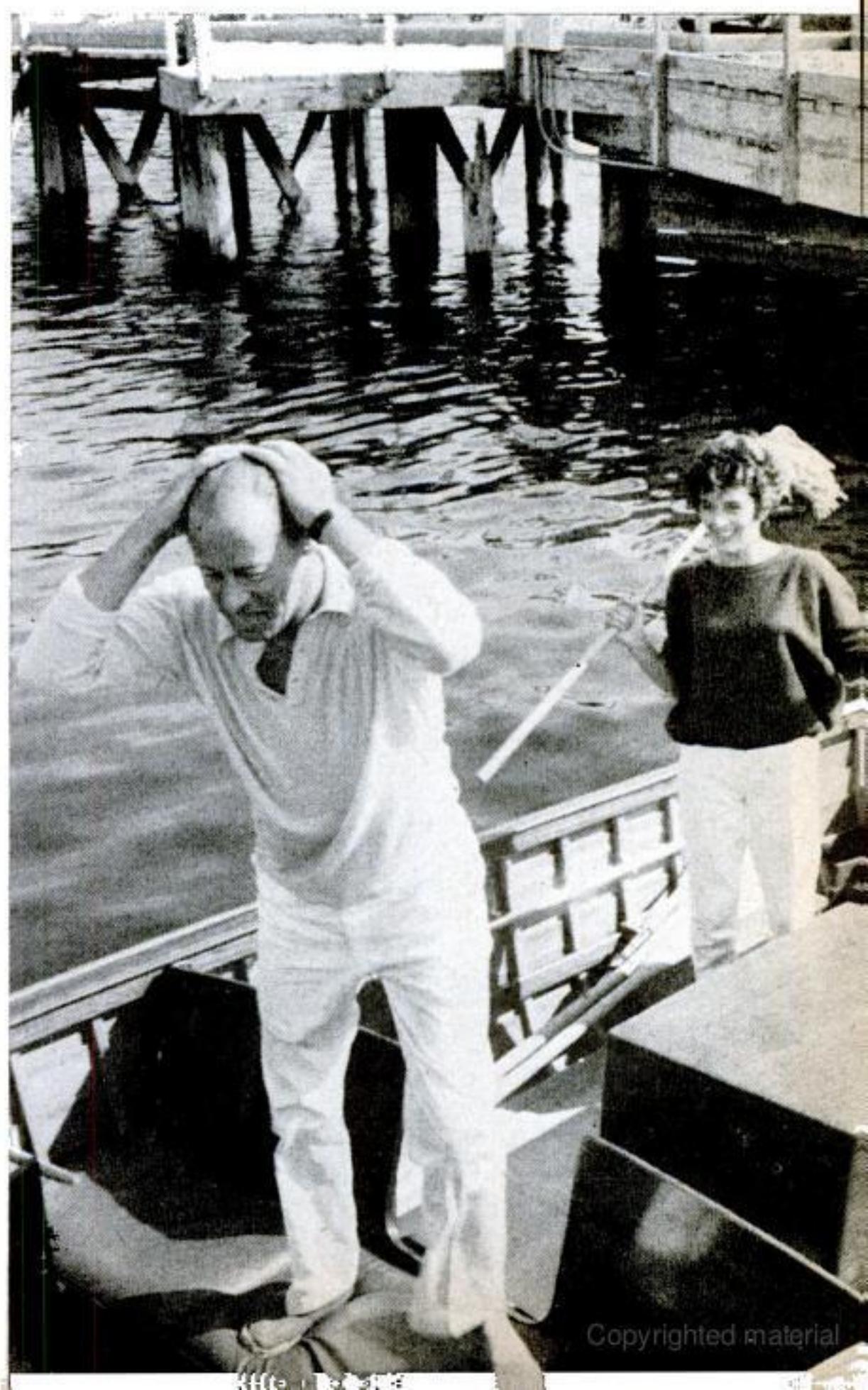
Like the clowning character she portrays in *Les Girls*, cavorting with Gene Kelly (above, left) and whooping an operatic aria, Kay Kendall has never taken herself very seriously. But she is pretty serious about being Mrs. Rex Harrison. This summer she called for her husband every night after his strenuous Broadway performance in *My Fair Lady*, and they drove to their breezy waterfront apartment in John Hay Whitney's boathouse on Long Island Sound. Since Rex has begun rehearsing for his TV musical, Kay often drops in at the TV studio with his lunch in a cardboard box.

Kay is surprised that in the U.S. she is praised for her glamor. In England, where she has been on the stage and in films since she was 12, she says, "They used to hide my face under big hats." She will go back to England with her husband in December, when he moves there to start rehearsing for the London company of *My Fair Lady*. Already she has been offered three English movie roles but she wants to refuse them because they require her to get up at 5 o'clock. She prefers acting on the stage, she says, so she and Rex can be home together at the same time.



OUT BOATING, Harrisons take pug puppies along (above). Flag is Red Ensign which can be flown by

any British subject. Coming home (right), Kay gets ready to swab the deck while Rex pats down his hair.



CONTINUED

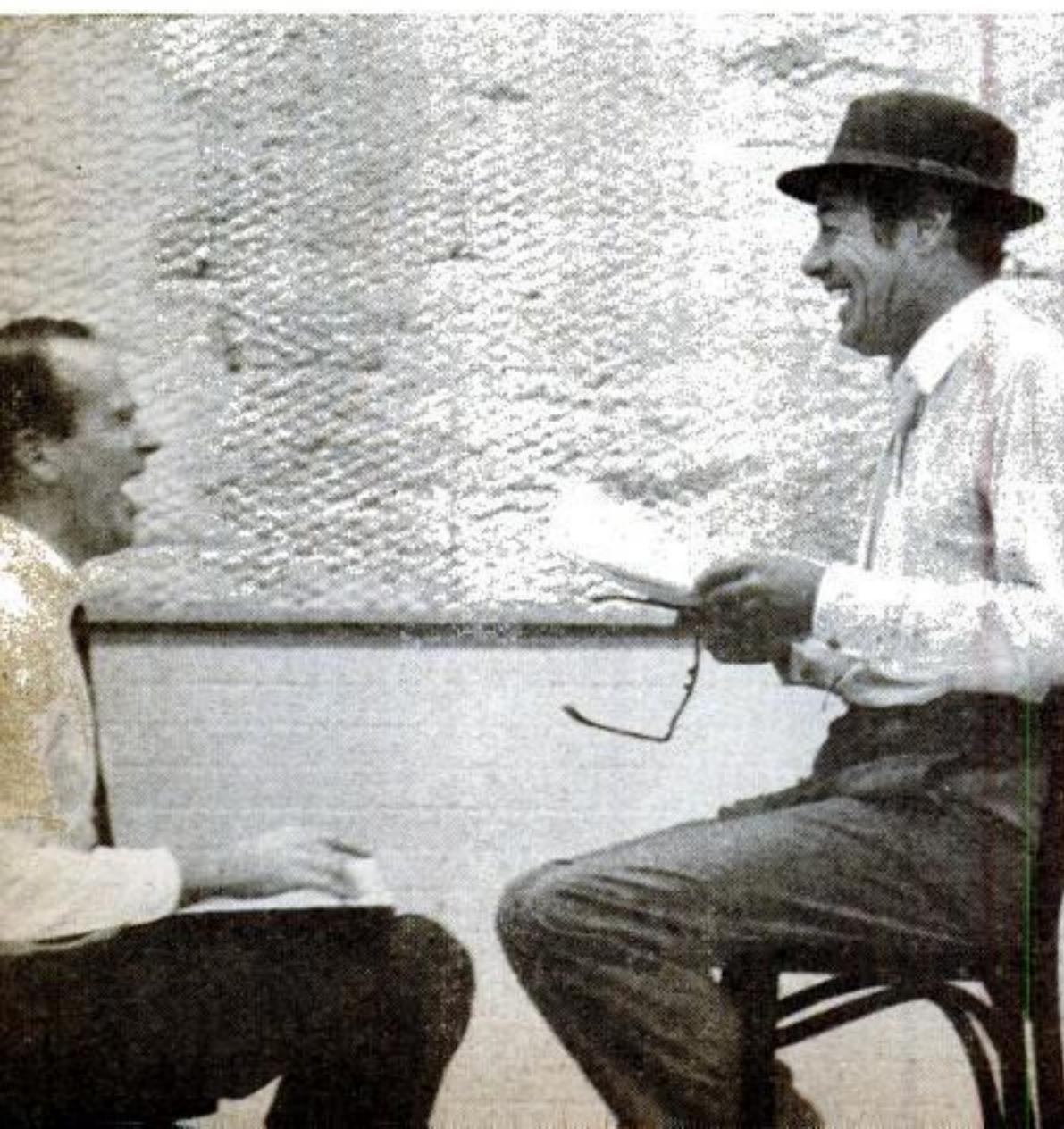
Rex rehearsing for debut as a TV star



READING HIS PART for *Crescendo*, Rex finds lines amusing but wonders how to speak them.



TRYING LINES (above) with Director Bill Coleran, Rex finally is pleased by his reading (below).



HARRISON TALKS OVER SCENE WITH DIRECTOR COLLERAN AS THEY PERCH ON STOOLS WHICH REPRESENT

AMID UMBRELLAS REX REHEARSES WITH GIRLS IN GOSPEL NUMBER, "DIDN'T IT RAIN." ENTIRE SHOW





RAILROAD TRAIN AND ARE PART OF STYLIZED SCENERY IN TV SHOW

IS DONE WITH SIMPLE PROPS, BLANK BACKGROUNDS, BRIGHT COSTUMES



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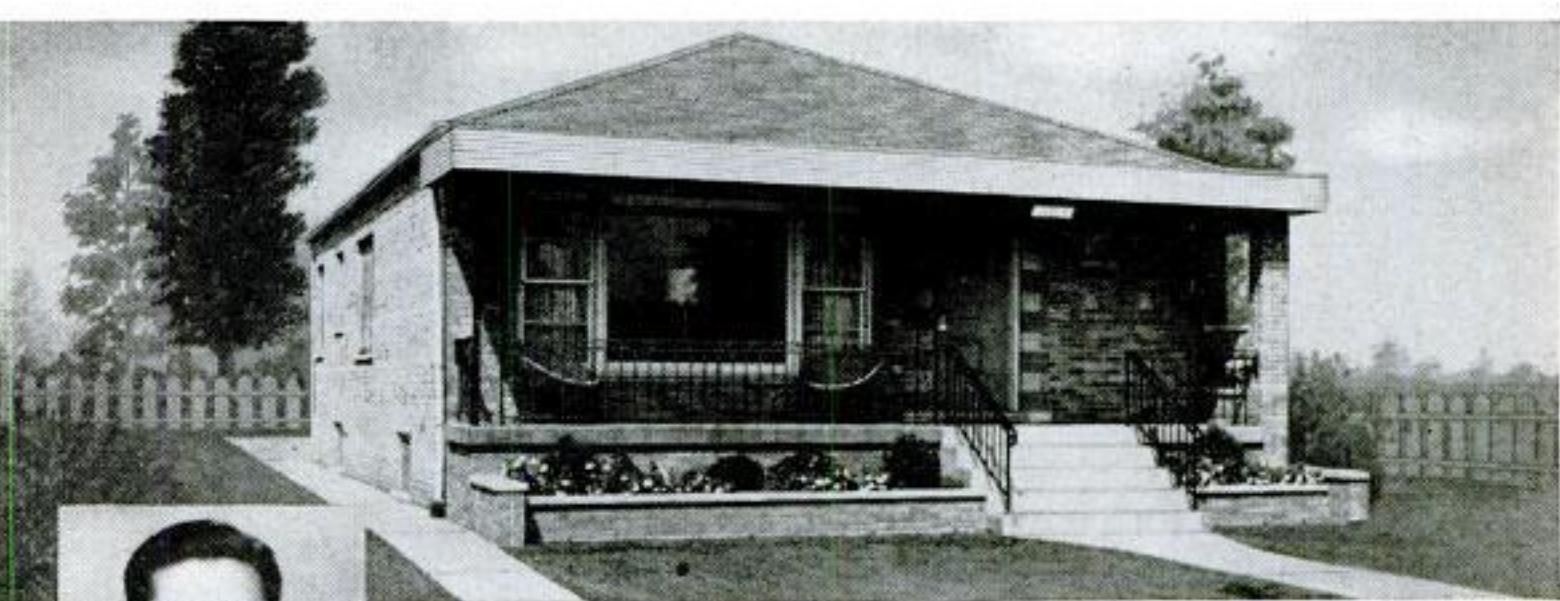
What do these new homes have in common?

It's quality! From coast to coast, trend-setting, quality-built homes have one feature in common . . . beautiful, practical wood windows equipped with Zegers Dura-seal Metal Weatherstrip & Sash Balance . . . helping to make a new home today's best investment. Three leading builders tell you why:



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Willard Woodrow, Aldon Construction Co.: "Even in sunny California, weatherstripped windows are necessary—to seal out dust, dirt, drafts—to make air conditioning more efficient and economical. Zegers Dura-seal also makes window operation effortless . . . it rates high with our customers."



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John R. Lewis, Fair Elms Homes: "Dura-seal keeps Windy City weather outside, saves up to \$100 a year on fuel costs. And you can raise or lower a Dura-seal window with just one finger!"



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HARRISONS CONTINUED



HOLDING UMBRELLA, Rex Harrison on first day of *Crescendo* rehearsal goes through his preliminary stage business for the *Didn't It Rain* scene.

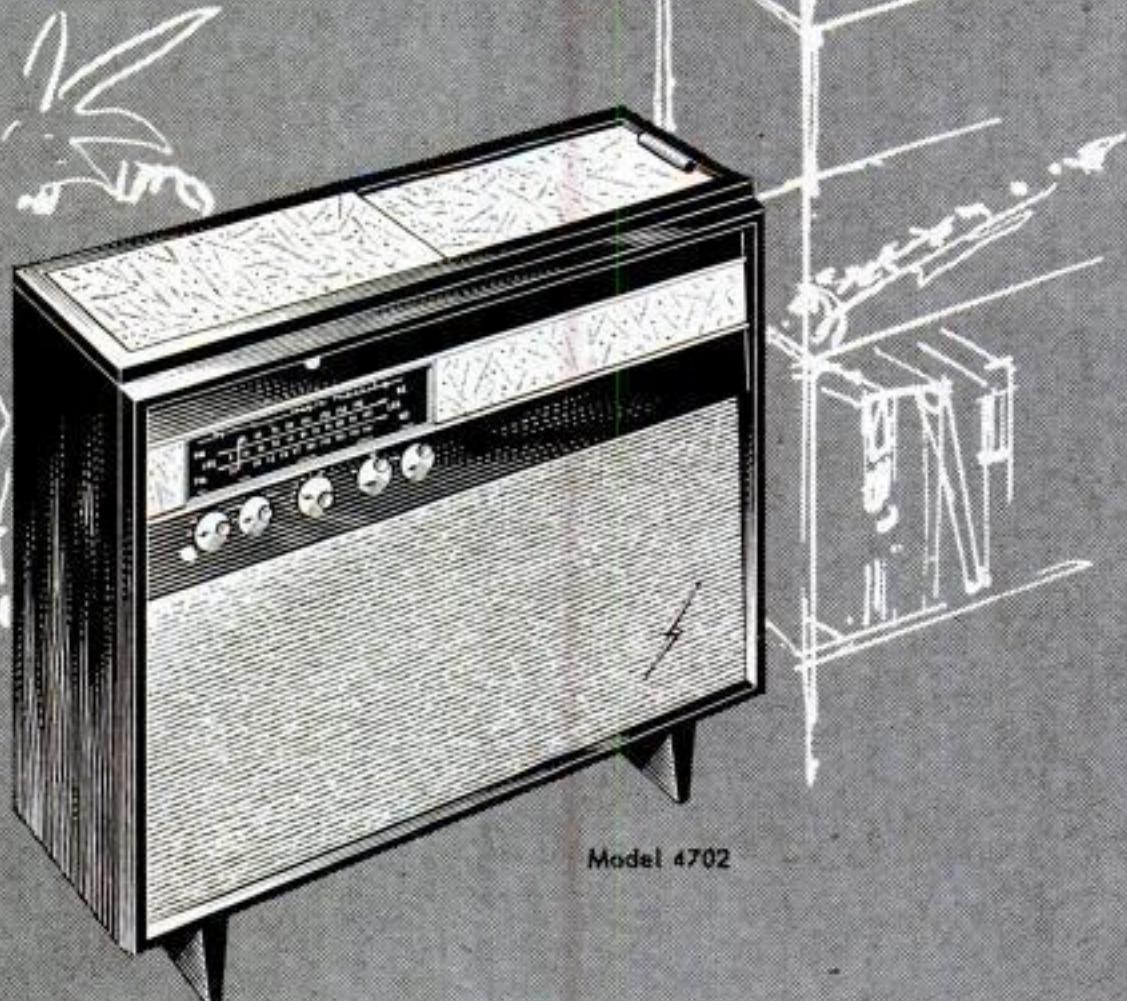
Still a brusque Briton

When Rex Harrison steps into *Crescendo*, which launches the *Du Pont Show-of-the-Month* series (CBS-TV, Sept. 29, 9 p.m. E.D.T.), he will appear once again as a brusque Englishman in the Professor Higgins pattern. The show, produced by Paul Gregory, will introduce Harrison as a Briton newly come to the U.S. He takes a musical tour of America and is won over by the spirit of the nation as it pours forth in popular songs, show tunes, gospel music, blues and jazz. Surrounded by such music makers as Louis Armstrong, Mahalia Jackson, Carol Channing, Benny Goodman, Eddy Arnold and Peggy Lee, Harrison himself will not sing until the end. Then to the entire country he sings part of his love song from *My Fair Lady*, *I've Grown Accustomed to Her Face*.



HOLDING CONFERENCE with Coleran (left) and Executive Producer Richard Lewine, Rex gets set for long role. He does most of talking in show.

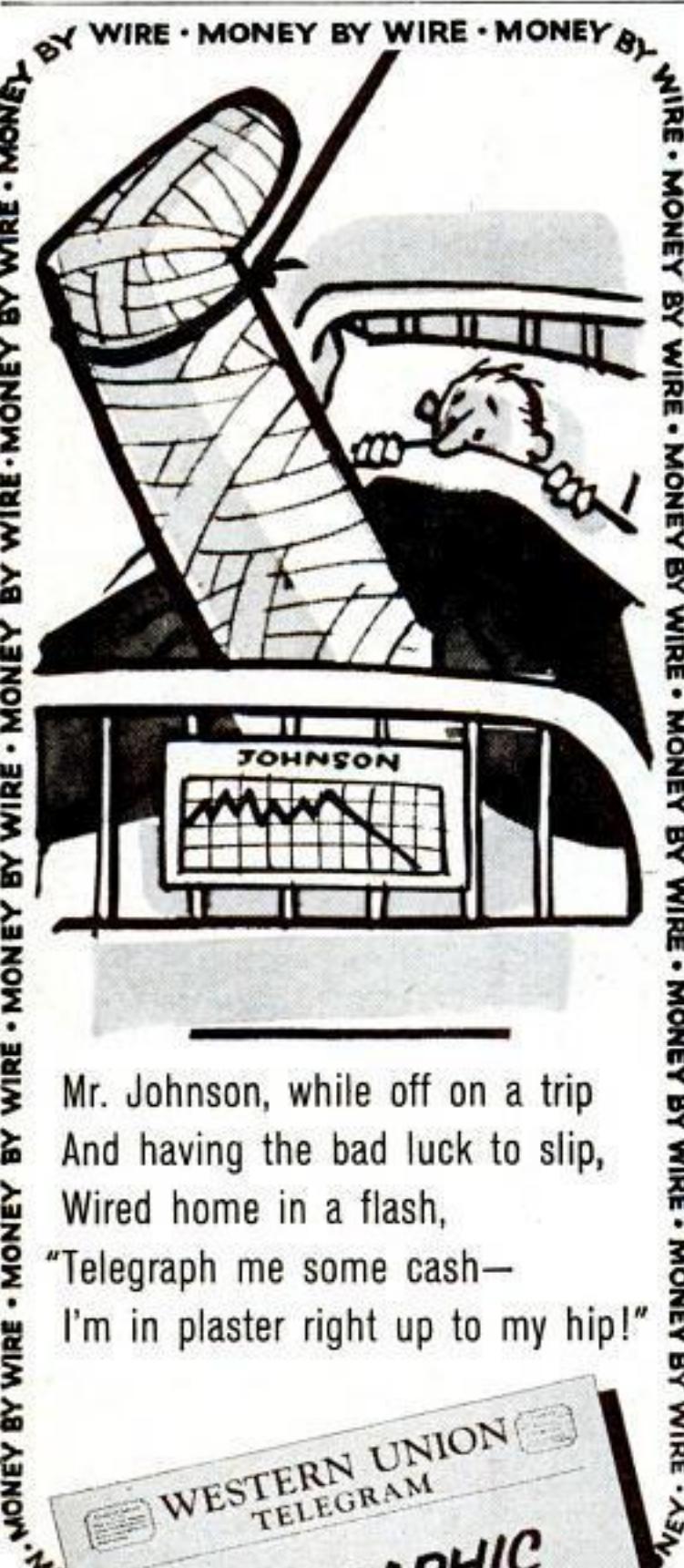
Leave the music
to the masters...



leave the engineering to
SYLVANIA High Fidelity
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Beautiful sound by Sylvania in
portables and luxurious consoles,
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speed changers, AF-FM tuners,
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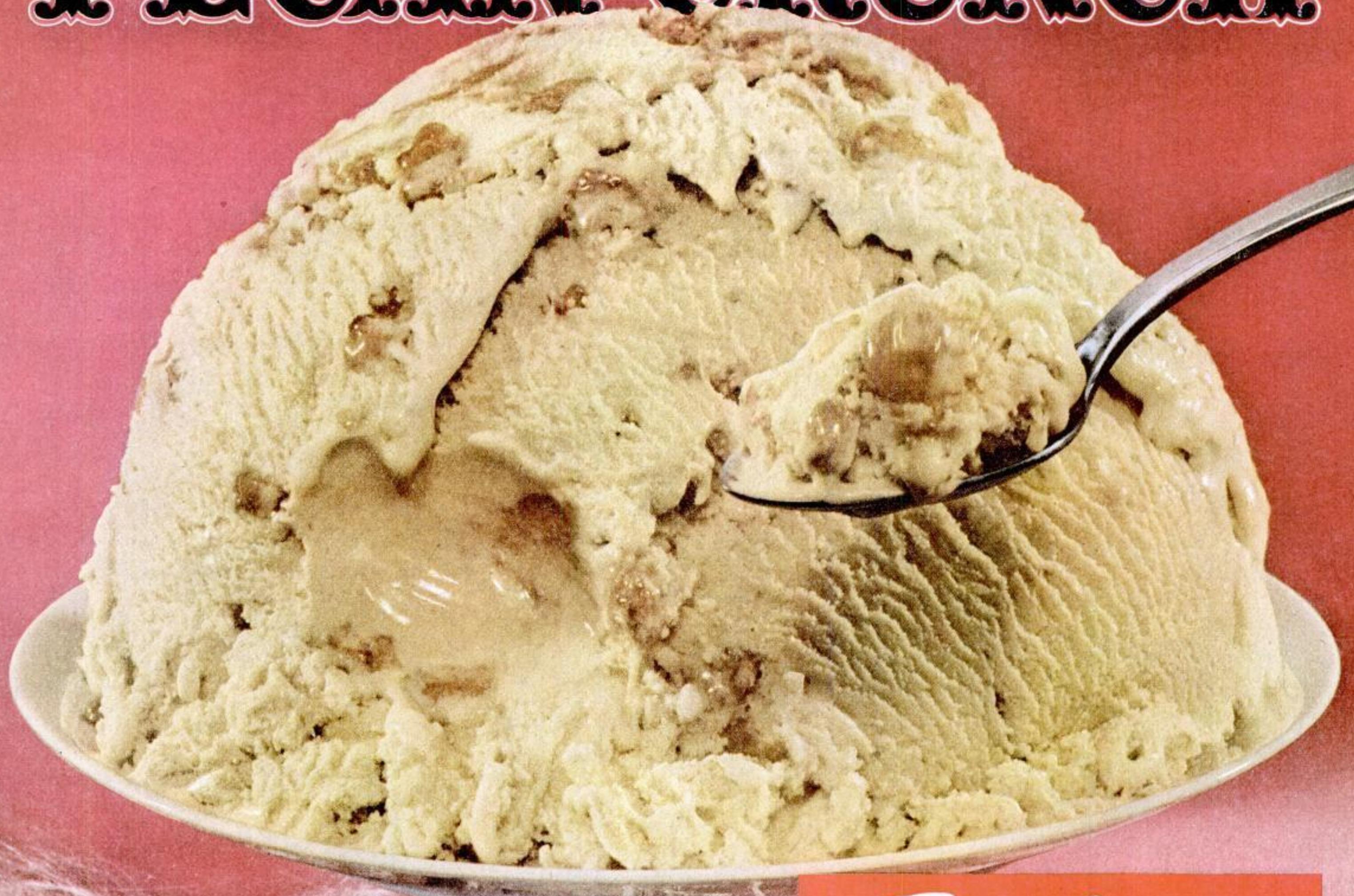
Mr. Johnson, while off on a trip
And having the bad luck to slip,
Wired home in a flash,
"Telegraph me some cash—
I'm in plaster right up to my hip!"



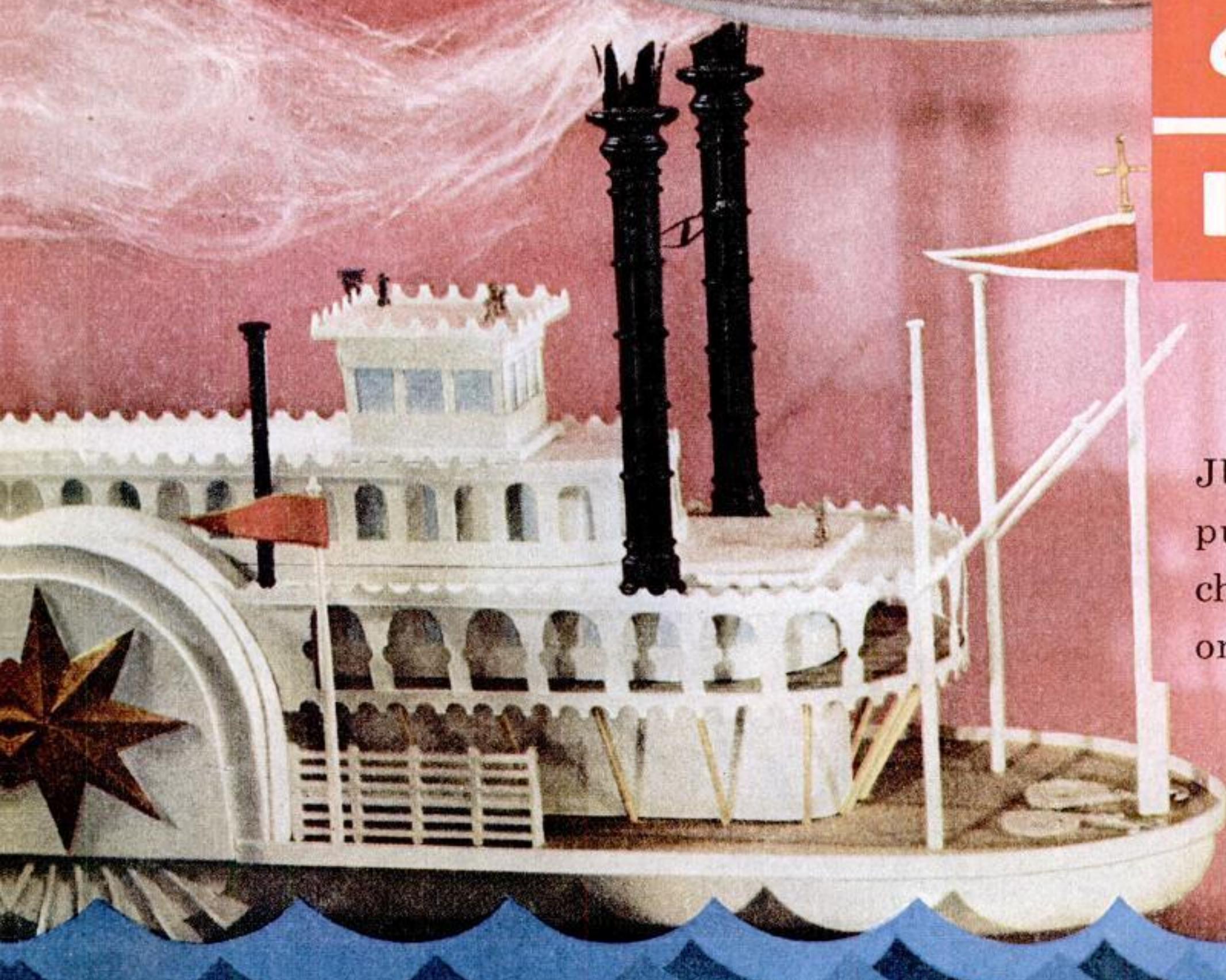
For Parents With Problems Of Teenage Skin

"Pimples drove me crazy until I found a miracle anti-blemish creme. Now I'm happy," writes Jackie B. Science has at last discovered an amazing new anti-blemish creme that penetrates under the skin to kill harmful pimple bacteria and dissolve infected skin tissue. Thousands who have suffered itching torture and embarrassment of pimples report astonishing results with a stainless medicated creme called Lanacane. In one case after another irritations were promptly relieved while skin brightened and became silky smooth and soft. Ugly skin is beautified at once as flesh-colored Lanacane hides pimples and blemishes while it works. Don't suffer pimple misery another minute. Get Lanacane today at all druggists."

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AL SCHACHT, "Clown Prince of Baseball," with New York State Motor Commissioner Joseph P. Kelly, and newspapermen. "Nothing compares in safety with the Dual 90's two treads and Nygen Cord," says Schacht.

I bought General Dual 90's

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125 baseball towns in 129 days..."*

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"The Clown Prince of Baseball"



In the past 10 years, I've driven my car 625,000 miles.

I've driven to personal appearances in as many as 125 towns in 129 days—from Yankee Stadium to the West Coast.

I've driven the equal of 25 times around the world—and I always get home safe.

Every mile of my 625,000 total has been done on General Tires because I have to have extra strength for my kind of mileage.

I get shocked when I read today's accident figures—and the number caused by faulty tires. They're not figures to me—they're people, getting mangled on the highway and in traffic.

When it comes to tire safety, I'm not clowning—tires can be a matter of life or death today. That's why I trust myself only to the Dual 90.

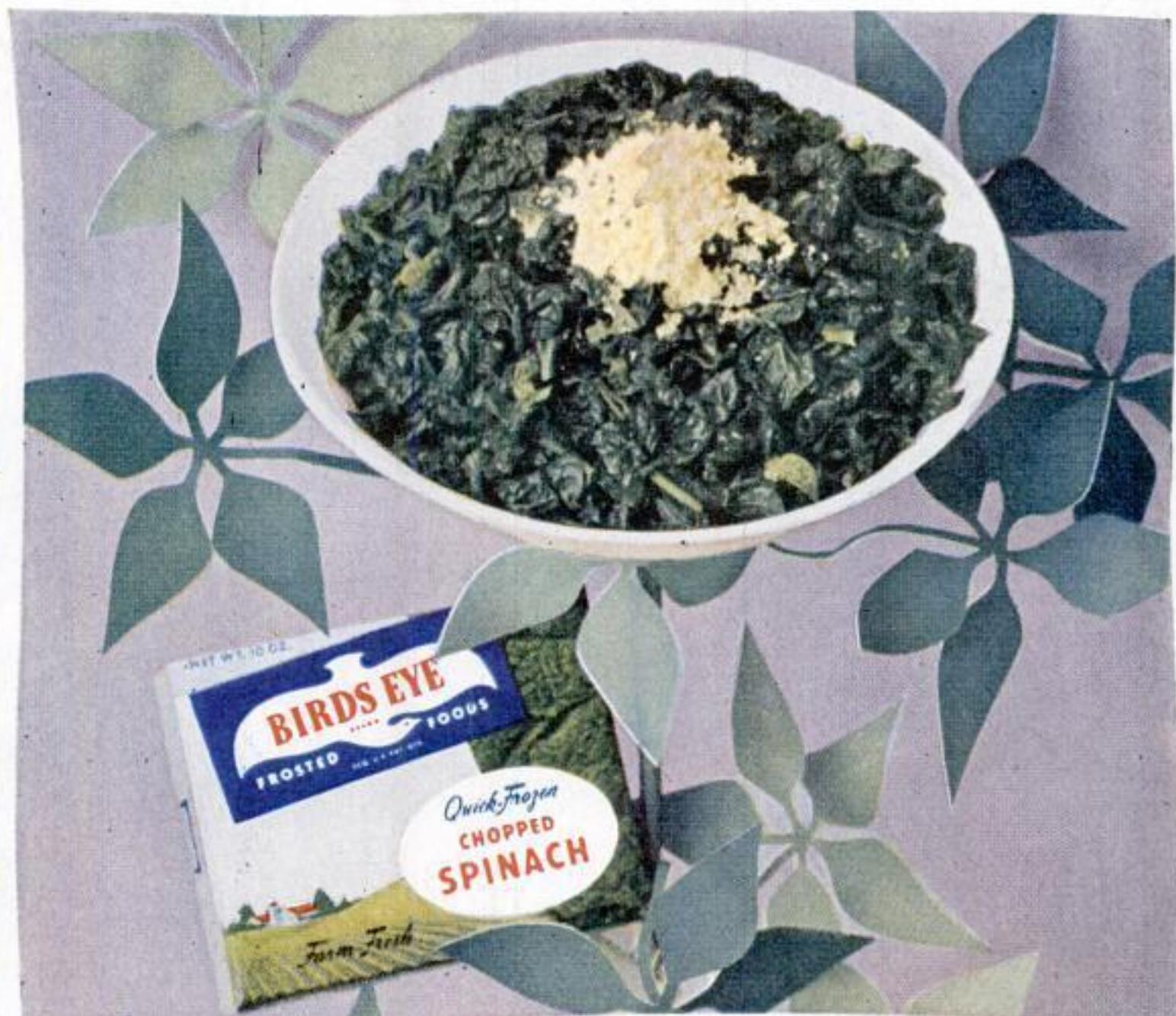
2 TREADS AND NYGEN CORD
... PUNCTURE-SEALING



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FOR THIS WEEKEND



Save time **this weekend** with these delicious **time-saving** Birds Eye foods!

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Here's an invitation to save money on Birds Eye time-savers. Send coupon to Birds Eye Money Savers, P.O. Box 1222, Kankakee, Ill., for 4 coupons (1 set to a family) each worth 5¢ off on the purchase of one package of any Birds Eye product.

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BIRDS EYE FREEZES FLAVOR

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Watch your grocer's ads for Birds Eye's better buys—today!

A mime's many miens



MYOPIC FLAMENCO, Ophir peers haughtily through spectacles while miming a Spanish dancer.

Thirteen years ago a young Israeli named Shai K. Ophir was fighting the British as a member of the Haganah underground. When the war ended, Ophir went off to Paris on a peaceful pursuit, to study the art of pantomime.

Last spring 28-year-old Ophir, already widely known abroad, made his U.S. debut at the Cafe Sahbra, New York's only Israeli nightspot, and was an immediate hit. He was promptly signed for a series of five appearances on Steve Allen's television show and critics were ranking him with Marcel Marceau (*LIFE*, Oct. 10, 1955) as one of the world's foremost mimes.

Ophir has sought to free pantomime from its classical formality and restraints. He entirely dispenses with make-up, sometimes even interpolates dialogue in any of the six languages that he speaks. Starkly dressed in black, he enacts varied characters ranging from a drunk in a hat shop to a near-sighted dancer (*left*). In free time he roams the streets watching people to get new ideas. "My business," he says, "is mostly keeping my eyes open."

BESPECTACLED LEAP is executed by Ophir, → who is forced to grope on floor when glasses fall off.



OPHIR'S FACIAL MOBILITY IS SHOWN IN TIME EXPOSURE AS HE ENACTS TRAGEDY (LEFT), COMEDY (RIGHT) AND IN CENTER RECEIVES AUDIENCE'S APPLAUSE





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If you're a young father, your primary interest probably is immediate individual coverage on yourself, your wife and your children. Then Family Protection is your plan, and here's what you get for each unit.

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\$5,000 of permanent insurance coverage on yourself . . . insurance with cash values that increase each year and on which you can borrow money in time of emergency.

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\$1,000 of coverage on each insured child under 18 . . . term insurance to age 25 or mother's age 65, whichever occurs first, may then be converted to permanent insurance without medical examination up to 5 times the amount of term insurance. Automatic coverage at no extra cost is provided for future children beginning when they are at least 14 days old.

Family Security

On the other hand, suppose you want the advantages of family coverage but feel that you'd like a greater amount of cash in hand when you reach retirement age.



Photographed by Vernon Smith

Insurance Family Style

Then the Family Security plan is for you. Here's what you get for each unit.

\$3,000 of endowment coverage on your life payable in cash when you are 65 or payable on death before your age 65.

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\$1,000 of coverage on each insured child under 18... term insurance to age 25 or your age 65, whichever occurs first. The Family Security plan also contains conversion privilege for the children, and automatic coverage for future children.

Built-in Benefits

The Family Protection Policy and the Family Security Policy are available in amounts up to a total of 3 units. Both plans have valuable built-in features. For example, if father dies, insurance on mother and children is automatically paid up with no further premiums due.

Take a long and careful look at your family now. Then send in the coupon for complete details on *Living Insurance Family Style*.

Valuable Offer

If you act promptly, you will also receive a handy Equitable Baby Sitters' Memo and convenient chart for measuring and recording your children's day-by-day growth!

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Gentlemen: Please let me have complete details on *Living Insurance Family Style* together with my copy of the Baby Sitters' Memo and its companion chart. I am _____ years of age.

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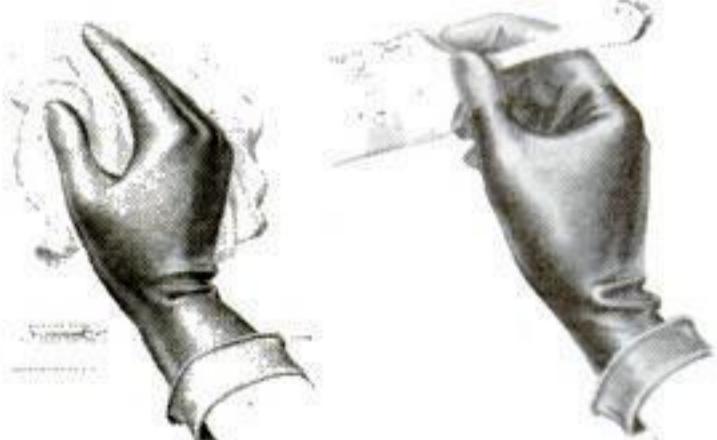
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AFTER ARCHBISHOP'S EDICT, CATHOLIC GROCER WAYNE CLAFLIN POSTS "CLOSED SUNDAY" SIGN ON STORE WINDOW

A FIGHT AGAINST SUNDAY SELLING

In Portland, Ore. merchants were caught between changing American practices and an unchanged, newly affirmed Roman Catholic precept. As elsewhere in the U.S., Sunday was becoming one of the busiest days and stores were staying open to profit by it. But the archbishop of Portland, the Most Reverend Edward D. Howard, declared that selling or shopping on Sunday is a sin violating the biblical injunction: "... in the seventh day is the Sabbath. ... Every one that shall do any work on this day shall die."

The edict, covering Oregon, Montana and Idaho, was followed by Catholic visits to merchants of all faiths (below). Most Catholic merchants, like Wayne Claflin (above), obediently closed. Despite the pressure, most non-Catholics and chain stores did not.



OBEDIENT GROCER Wayne Claflin and wife pause after Mass while his priest, Father Keber, talks with daughters.

CATHOLIC GROUP CALLING ON AUTO DEALER IS TOLD BUSINESS STAYS OPEN SUNDAY TO GET OUT-OF-TOWN TRADE





“There’s so much to celebrate on Borden’s 100th birthday!”

said Elsie the Borden Cow

Elsie: Many’s the time my grandmother told me how Mr. Borden started The Borden Company back in 1857 . . .

Elmer: And many’s the time you’ve told us! See here, woman, are you going to get dinner, or am I supposed to live on cake and milk?

Elsie: Well, I don’t know about cake as a steady diet, Dear, but milk contains just about all the nutrients the body needs. And Borden’s Milk *more than meets* the highest standards of richness and wholesomeness. It’s tested for butterfat and vitamin content . . . it’s tested for purity and flavor . . .

Elmer: AND YOU’VE TESTED MY PATIENCE TO THE LIMIT!

Elsie: But just think, Elmer. It was Gail Borden who first discovered how to keep milk sweet and good . . . and today *millions of people are alive and healthy because they drank pure milk as children!* That’s a wonderful thing to celebrate on Borden’s 100th birthday!

• • •
Beulah: But, Mother, there are lots of Borden foods besides milk.

Elsie: Yes, indeed! Folks buy more food products bearing the Borden name than any other brand name in the world . . .



Borden's Milk

© 1957, The Borden Company

a.
feat.
autom.
Take a
coupon be



Celebrate tonight... get some Borden's Ice Cream...

Cocoa imported from Holland gives Borden's Dutch Chocolate Ice Cream its wonderful chocolate flavor. And a generous quantity of fresh, crisp butter-toasted almonds makes it even more delicious!

The whole family will love this special Borden Ice Cream. It's country-rich and crunchy-good!

Borden's Dutch Chocolate Almond is the ice cream flavor-of-the-month, so look for it at your neighborhood store *right now*. You can get it in the pint-size package or in economical half-gallon cartons.

Just look for it where you see the *Borden Ice Cream* sign.



Borden's Ice Cream and

See Borden's TV shows, "The People's Choice" and "Fury" over NBC.



and some of Borden's Fine Cheeses...



Borden's Fine Cheeses

Make tantalizing snacks and nourishing main dishes with Borden's famous cheeses. Serve them with salads, fruits, in sandwiches, sauces . . . and as delicious low-calorie desserts.

Borden's Liederkranz brand and Borden's Camembert are America's most famous dessert cheeses.

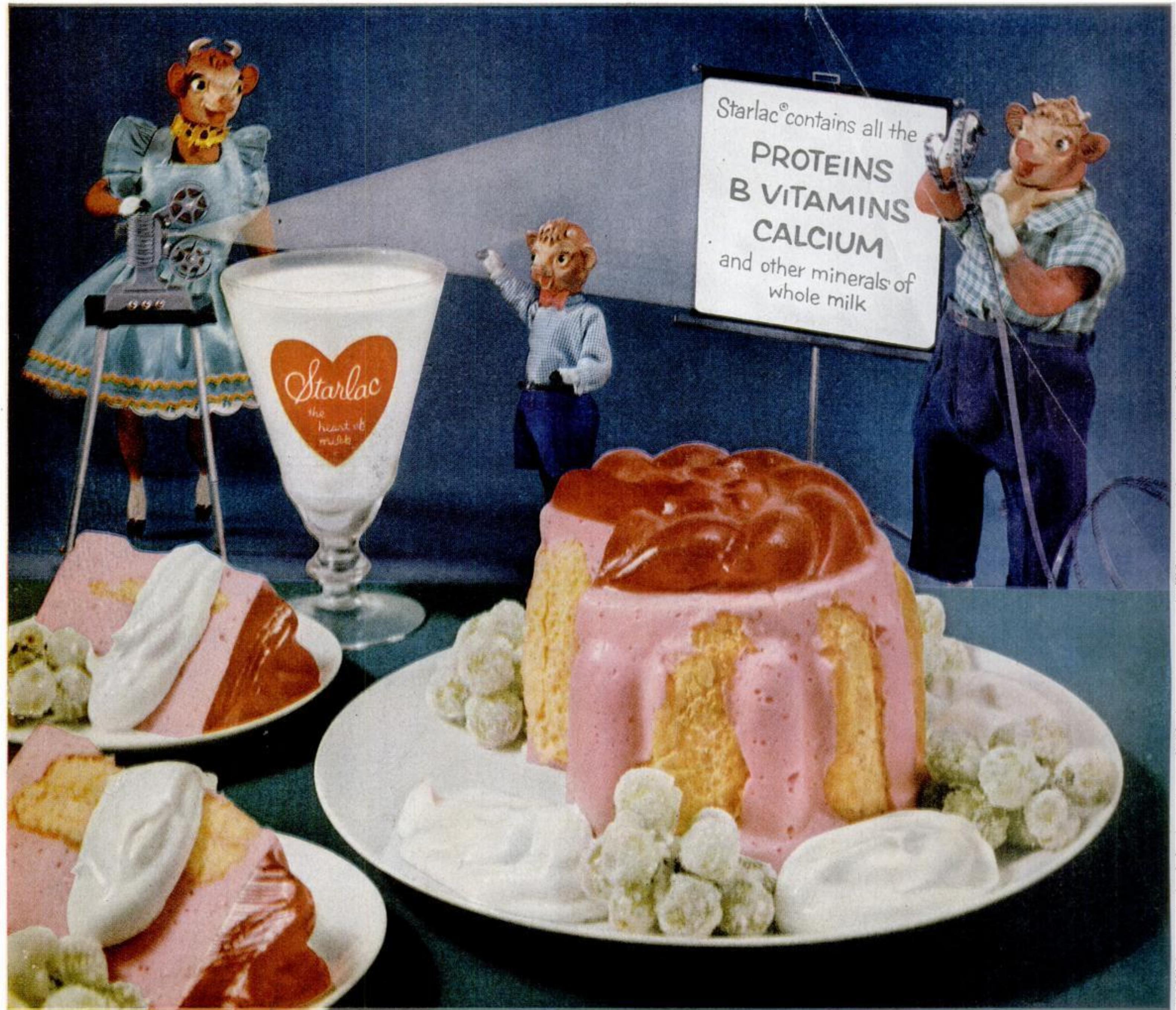
Borden's Cream Cheese is made from a special formula. That's why it has such fresh flavor . . . such smooth texture.

Borden's Cheese Spreads please everyone because there are 8 different varieties to choose from.

And there's Borden's Parmesan and Romano. Only Borden combines these two great cheeses in a shaker-top canister.



©1957, The Borden Company



"Celebrate with a new dessert—made with Starlac *the heart of milk*"

Borden's Starlac is the finest pasteurized milk with water and fat removed. And it tastes like just what it is—the delicious heart of milk.

This thrifty milk without fat mixes instantly,

dissolves completely—even in ice water! Modern homemakers drink it and use it in made-with-milk recipes for nutritious *low-cost, low-calorie* dishes. Better get a package of Starlac today.

STARLAC CROWN DESSERT

(Makes 8 servings)

- 2 packages black raspberry or black cherry gelatin
- 3 1/4 cups hot water • 1/2 teaspoon almond extract
- 1/2 cup Starlac powder • 1/2 cup cold water
- 1 tablespoon fresh lemon juice
- 3 tablespoons granulated sugar
- 4-5 lady fingers, halved lengthwise

Dissolve gelatin in hot water. Stir in almond extract. Pour 3/4 cup of gelatin mixture into 2-quart mold.

Refrigerate. Chill remainder of gelatin mixture until consistency of egg white. When gelatin is almost syrupy, beat Starlac and water until mixture forms soft peaks, about 10 minutes. Add lemon juice and sugar. Beat until mixture holds its shape. Fold into thickened gelatin mixture. Arrange lady fingers around side of mold. Pour in gelatin mixture.

Chill until firm. Unmold and garnish with whipped Starlac and sugar-frosted grapes or other fruit.

For 100 years folks have been saying, "If it's Borden's it's got to be good!"

©1957, The Borden Company

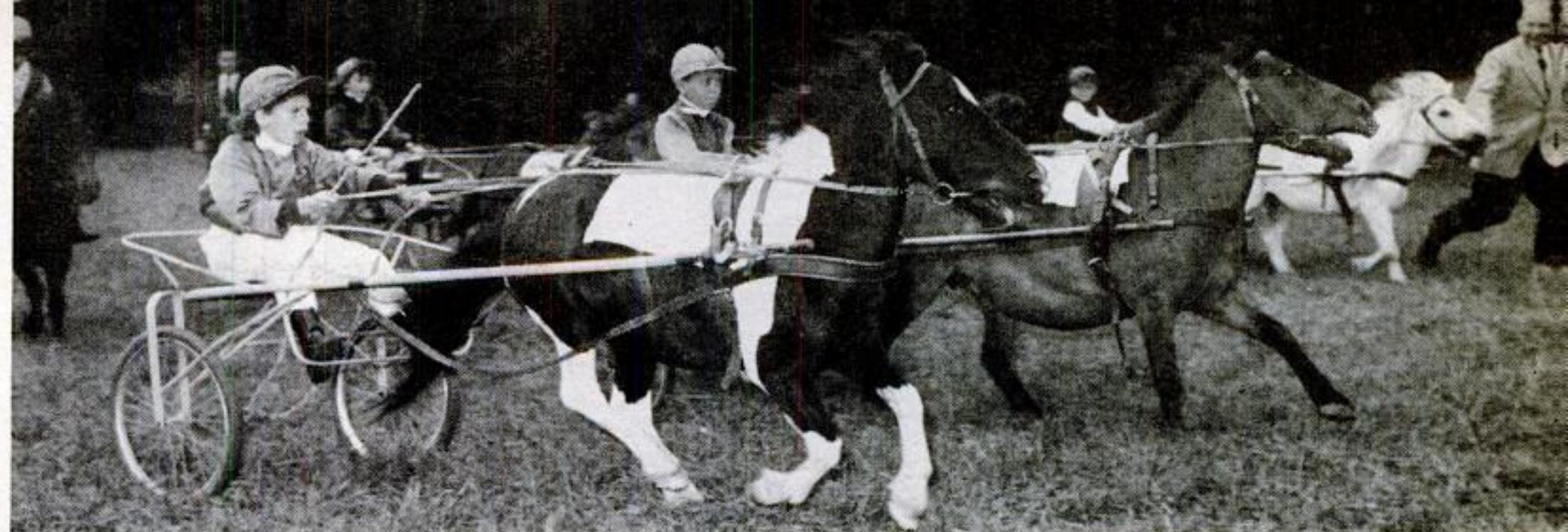


Borden's

Coffee • Starlac • Eagle Brand
Sweetened Condensed Milk
Evaporated Milk

PRINCESS DRIVES A WINNER

Two years ago when Rita Hayworth's daughter, Princess Yasmin, was nearing the ripe age of 6 she began to study up on equitation (horsemanship). Her opportunities for instruction were practically unlimited, since she spent the last two summers in France with her famous horseman father, Prince Aly Khan. Recently Yasmin, now going on 8, was ready for her first professional test. She was entered in a sulky race for youngsters, competing against five other drivers at Saint-Pierre-sur-Dives,



GRIM-FACED YASMIN (LEFT) BREAKS PONY FAST AT START. BOY RIDING AT FAR LEFT CAME IN SECOND

Although no member of the family was present—Prince Aly had gone to watch another race at Deauville—the princess had such enthusiastic backing from bettors that the odds on her to win were only 2 to 1. The race justified the odds. Although she lost her jockey's cap en route, Yasmin drove her black and white Shetland pony, Conga, to an easy three-length victory, savoring the occasion with an exultant expression which seemed to indicate the winner's circle had not seen the last of Yasmin.

CAPLESS BUT WILD-EYED WITH JOY, VICTORIOUS PRINCESS KEEPS A TIGHT GRIP ON HER TONGUE AND ON PONY'S REINS AS SHE REACHES WINNER'S CIRCLE



CONTINUED

ghted material

Gown designed by
Ceil Chapman



Purely American!

Virginia Dare

The American wine
blended for
American tastes

New Virginia Dare Pink Wine
truly answers an American need...

a wine for the entertainment hours
that's light, bright, sweet...

and uncompromisingly delicious!

It's a "fun" wine with a flair for
giving any evening a special
"party" flavor. Try it just once
and you'll...

"say it again! Virginia Dare!"



VIRGINIA DARE Red, White and Pink Wine
GARRETT & COMPANY, INC., N. Y.

YASMIN CONTINUED

GIDDAP—AND GET UP



AS A LEARNER smiling Yasmin was taught to scramble to kneeling position on back of a horse named Samba, here guided in circle by trainer's longe line.



HALF ON, HALF OFF, Yasmin keeps balance with right hand clutching grip on surcingle. Father Aly keeps costly stables, rides occasionally as a jockey.



"WELL, FRED, NOW
THAT WE'VE FINALLY
GOT OUR BEAUTYREST
MATTRESS, WHAT DO
YOU THINK OF IT?
ARE YOU AWAKE, FRED?
FRED?
FRED?"

*And when you're ready to buy a mattress...
remember only Simmons wonderful Beautyrest* gives you:*

1. Firmness that buoyantly supports the small of your back.
2. Firm, independent springs (more than 800) support you head to toe.
3. Three times longer wear than all mattresses tested!
4. Proved economy. At \$79.50, the least expensive mattress to own; costs about 2¢ a night.

YASMIN CONTINUED



WINNER'S LOOT, a boxed scarf and a riding crop—one of an armful—is presented Yasmin by president of the Saint-Pierre-sur-Dives racing society.



WINNER'S COURT is held by Yasmin (left) in an animated conversation with runner-up Patrick Pourriere (center). At the right is Patrick's mother.



ARM-IN-ARM EXIT is shared by Yasmin (center) with competitors, Patrick Pourriere and Maryvonne Chaignon (right), daughter of Yasmin's trainer.

milk loves youngsters



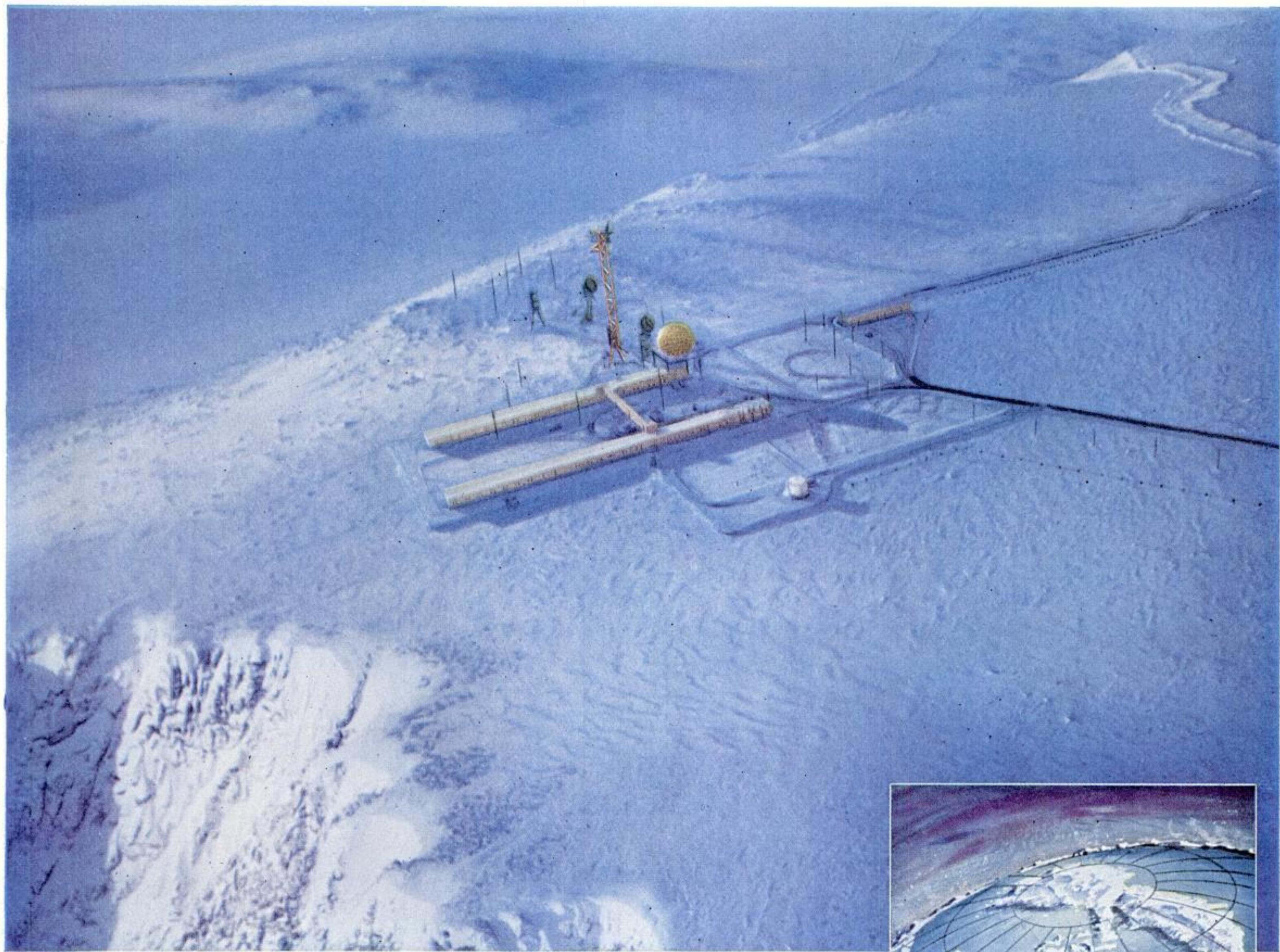
and youngsters really love milk
when you fix it with **NESTLÉ's Quik**
it's instant!



Watch what happens—their first choice is the drink you most want them to have—because you make milk taste like a million with Nestlé's® QUIK!® Chocolaty QUIK is the easiest, most popular way to get children to drink lots more milk. And you can trust QUIK to be as pure and wholesome as it is delicious. Easy to fix? QUIK practically makes itself. Never sticky or messy like syrups. Nestlé's QUIK makes milk extra nourishing for your children.

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NESTLÉ'S MAKES THE VERY BEST CHOCOLATE



Isolated DEW Line radar station in the Arctic showing radome, communication antennas and buildings.

DEW LINE Now on Guard

Built in 32 months . . . on schedule

America's Distant Early Warning Line is now completed along the upper rim of the North American Continent. Reaching from western Alaska across Canada to Baffin Island — and in a line entirely above the Arctic Circle — it provides defense command centers in the United States and Canada with advance warning of the approach of airborne objects over the polar regions.

The DEW Line, which many once considered impossible because of the hazards of Arctic construction, was begun late in 1954. It was completed this past summer, *on schedule*, after only 32 months in spite of the difficulties of hauling hundreds of thousands of tons of building materials and construction machinery and of transporting and maintaining thousands of construction workers.

Starting from scratch Western Electric organized a team to do the job: Technicians, construction authorities, transportation experts, with communication specialists from our own ranks and from other Bell System units both here and in Canada; for basically, an early warning line is a communications system. Joining forces in much the same way we do to provide telephone service here at home we got the job done . . . and on schedule. In so doing, we discharged our obligation to the U. S. Air Force which had en-



Artist's sketch of Distant Early Warning Line.

trusted us with responsibility for the project as prime contractor. Of course, we were ably aided by hundreds of other firms, the U. S. Navy, Army and Air Force and the Canadian government.

Today, DEW Line is in operation. And the men of Western Electric? Their job done, they're returning home again . . . to work on other defense assignments and at our regular Bell System job of producing the things needed to provide Bell telephone service for the nation.

Western Electric

MANUFACTURING AND SUPPLY



UNIT OF THE BELL SYSTEM

new!

WORLD'S FIRST OUTBOARD V-ENGINE!

A miracle of compact power...inspired by the finest automotive engine design. With Johnson dependability built clear through, here's one motor made to do the work of two!



Johnson launches the

new! SUPER THRUST

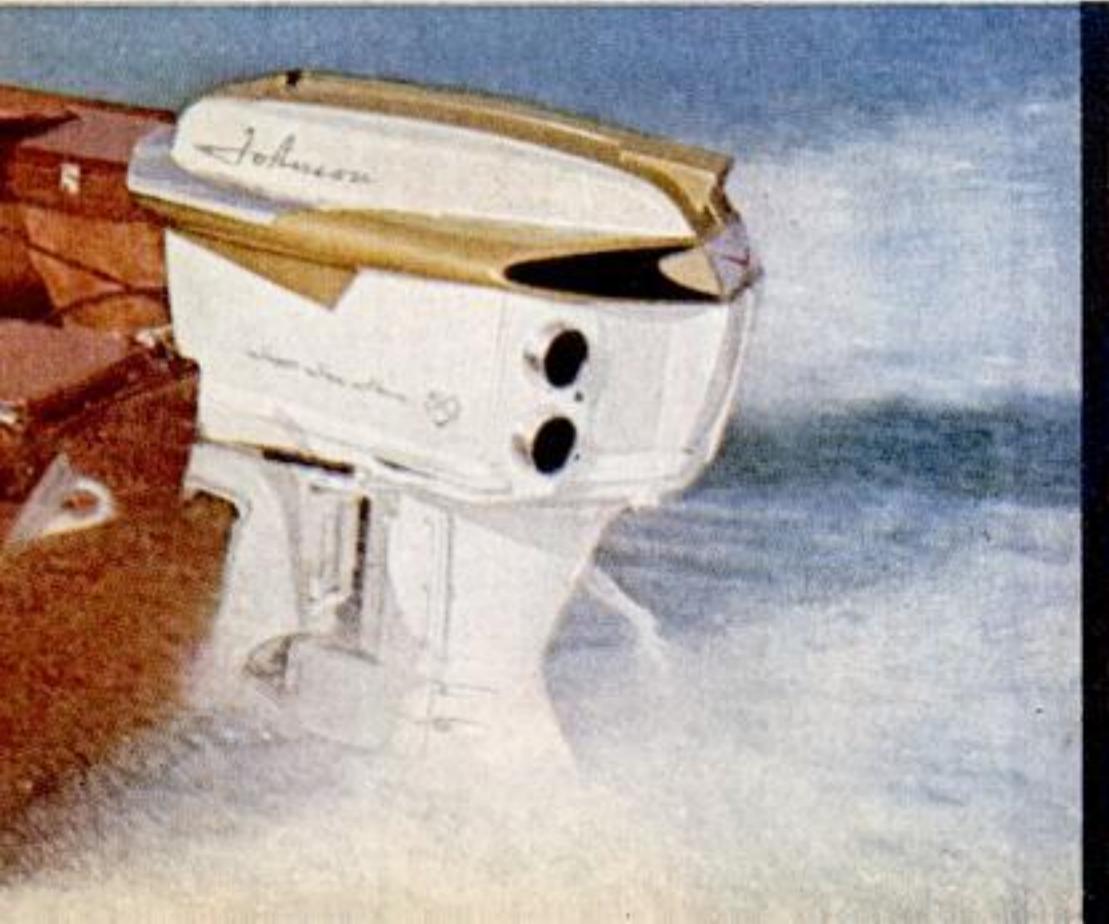
V-block Sea-Horses deliver rated horsepower with absolutely no strain. Virtually no load can make them labor. What's more, full thrust is instantaneous.

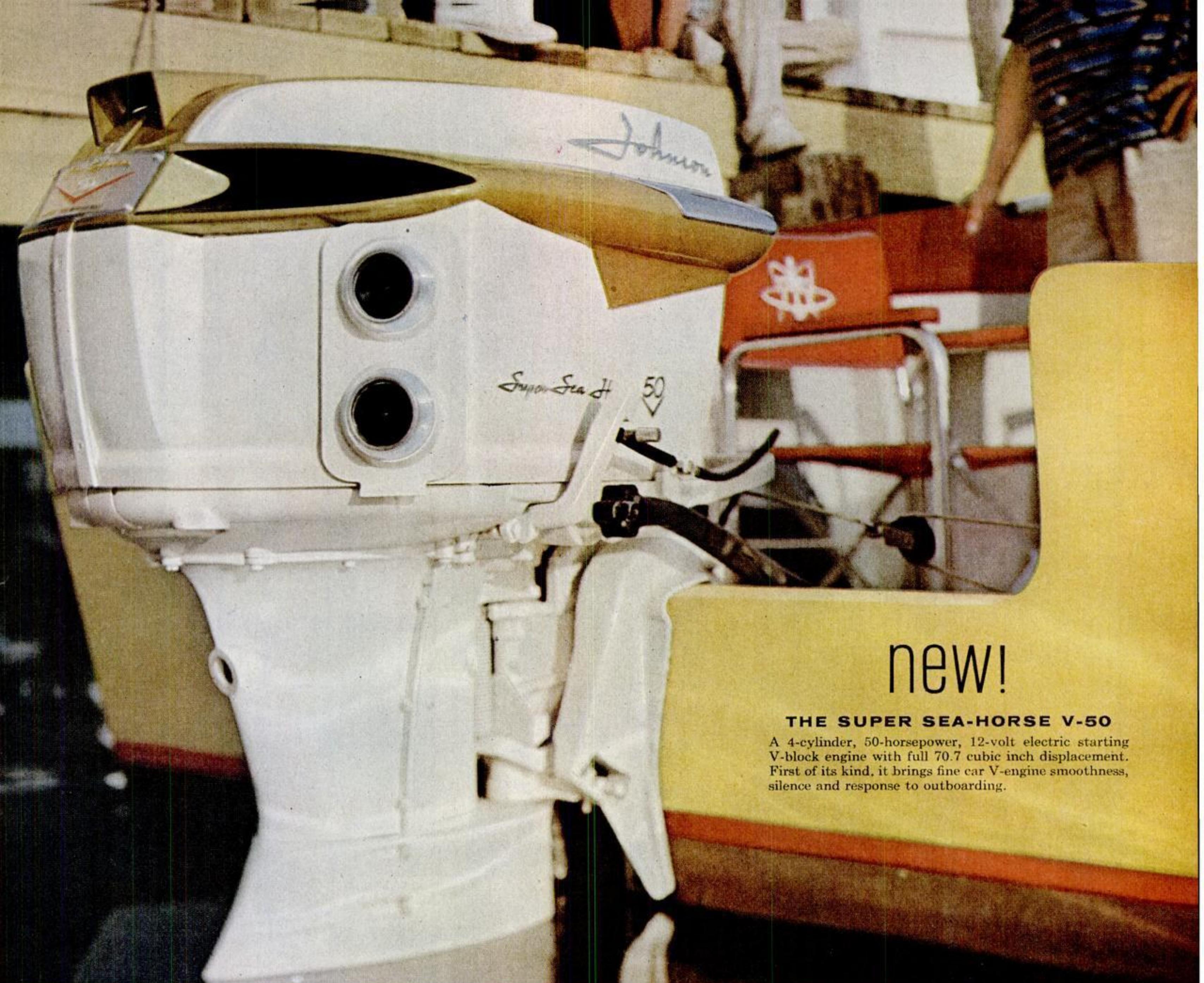
new! SUPER SILENCING

Entire powerhead "floats" on rubber. Whole lower unit is enclosed to waterline, so all air-borne noise is baffled . . . and exhaust, as always, is underwater.

new! SUPER SMOOTHNESS

So vibration-free, glass of water won't ripple at idle or spill underway! A 2-cycle 4-cylinder engine, V-50 brings the fluid power of automotive V-8s to water.





new!

THE SUPER SEA-HORSE V-50

A 4-cylinder, 50-horsepower, 12-volt electric starting V-block engine with full 70.7 cubic inch displacement. First of its kind, it brings fine car V-engine smoothness, silence and response to outboating.

"V"age in outboarding

Here's the first basic change in big engine design since outboards were invented—an outboard V-engine! This new V-50 class Sea-Horse is by far the most effortless, most efficient big motor in outboating history.

And it's all new—from "floating powerhead" to premium, long-life paint. From twin-barrel down draft single carburetor to a recirculating cooling system that's controlled by dual thermostats. How can so much motor fit into such a small space? Credit the new V-block! Despite its whopping displacement, the V-50 is just a shade over half the height of towering, old-fashioned in-line engines.

What's it like to drive a new Super Sea-Horse V-50? Well, heaven has a "V" in it! Since this engine is electric-starting, just flick the ignition key and hear that velvet idle. Ease your throttle ahead and "V" pickup has you up to planing speed in seconds. And that's "deep

water" power at your back. Enough to make light of the heaviest load.

No crackling puncture of sound. No vibration. Mister, welcome to the "V" age. You've just discovered a new dimension in dependability. A whole new form of outboard power!

These new V-50s will be at your dealer's January 1st. But most 1958 Sea-Horses are there right now, so plan to see 'em soon. Your Johnson dealer's listed under "Outboard Motors" in the classified phone book. Always remember, *nearly two million dependable Sea-Horses prove Johnson knows best.*

FREE! For Sea-Horse catalog, write: Johnson Motors, 300 Pershing Rd., Waukegan, Ill. (Div. of Outboard Marine Corp. In Canada: mfd. by Johnson Motors, Peterborough, Ont.)

**FOR 1958 CHOOSE FROM 2 NEW V-50S,
11 NEW SEA-HORSES IN ALL!**

50 hp Super Sea-Horse V-50*, \$840 • 50 hp Sea-Horse V-50, \$740 • 35 hp Super Sea-Horse*, \$625 • 35 hp Sea-Horse*, \$585 • 35 hp Sea-Horse, \$495 • 18 hp Sea-Horse*, \$475 • 18 hp Sea-Horse, \$395 • 10 hp Sea-Horse, \$310 • 7½ hp Sea-Horse, \$270 • 5½ hp Sea-Horse, \$230 • 3 hp Sea-Horse, \$160

*12-volt electric starting (new quick-charging generator available as accessory on electric starting 35s and V-50s). Prices f.o.b. factory, subject to change. OBC certified brake hp at 4000 rpm (18s and 35s at 4500)

*First in dependability...
pioneers of the "V"age engine*

Johnson

Quality at your feet...



Again this year...

More kids are having fun
at school in Buster Brown Shoes
than any other brand

And no wonder! Youngsters like the way Buster Browns look and feel. They fit perfectly, because they're made over live-foot lasts, and fitted only by authorized retailers, using Buster Brown's exclusive 6-Point Fitting Plan. And parents like Buster Brown's extra wearability, from quality materials and workmanship. Why settle for less?



CRUISER — patent
with a smart swivel
strap that swings back
for wear as a pump.

SHELBY—little wingtips
just like dad's!



BUSTER BROWN®

Buster Brown Division, Brown Shoe Company, St. Louis

The shoes for the child shape the feet for a lifetime

5⁹⁵ to 7⁹⁵
Priced according to size
Higher Denver West

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Mummy in Middle of a Muddle



UNWRAPPED MUMMY, surrounded by a wind-sheath, lies in makeshift coffin. The body of a man

from Thebes, it is actually not a mummy since it was preserved not by embalming but by drying in sun.

LONG-DEAD EGYPTIAN BECOMES LIVE ISSUE

When the Brooklyn Museum acquired an Egyptian mummy some time ago, it decided to keep only the mummy's painted wrappings and dispose of the body. To Curator John Cooney this seemed a simple matter. He told his assistant to burn it. But two nuns who were studying at the museum heard of the plan and came rushing to the mummy's rescue. To destroy a body, they declared, was against divine law.

Reconsidering, museum officials decided to bury the mummy in the museum's backyard. But someone remembered that a burial permit was needed from the city's Department of Health. Consulting the department, the museum learned that a burial permit could only be obtained after submitting a physician's certificate describing the cause of the person's death. But the mummy, more than 1,600 years old, had not come equipped with a death certificate. Mr. Cooney then suggested the mummy be shipped to a small museum. But a death certificate was also necessary for shipping purposes. At this Cooney threw up his hands and laid bare his mummy troubles to the press.

In no time the museum was deluged with calls and correspondence from all over the U.S. Everyone, from TV and movie promoters to museums and curiosity collectors, wanted the mummy. By this time Mr. Cooney had learned that the mummy could be shipped without a death certificate as an "anatomical specimen." But he now faced a new dilemma of deciding where to send it. "Maybe," he said wearily, "we'll wind up keeping the old fellow after all."



PAINTED WRAPPING which covered top of mummy shows idealized portrait, religious symbols.

TUSSY

Tussy Deodorant now...

then you're safe. Whether you
smooth on the Cream
or roll on the new Lotion,
both anti-perspirants
keep you safe all day.
Safe from odor 24 hours.
Safe from acid-damage to skin
and clothes. Protection is
locked-in to last...and exclusively
"acid-controlled." Tussy Deodorants are
perfect for the whole family.



to be as lovely as you can be...

TUSSY deodorants

Cream 50¢ and \$1... Roto-Magic Action, \$1... Stick, \$1. Prices plus tax. On Canadian counters, too.

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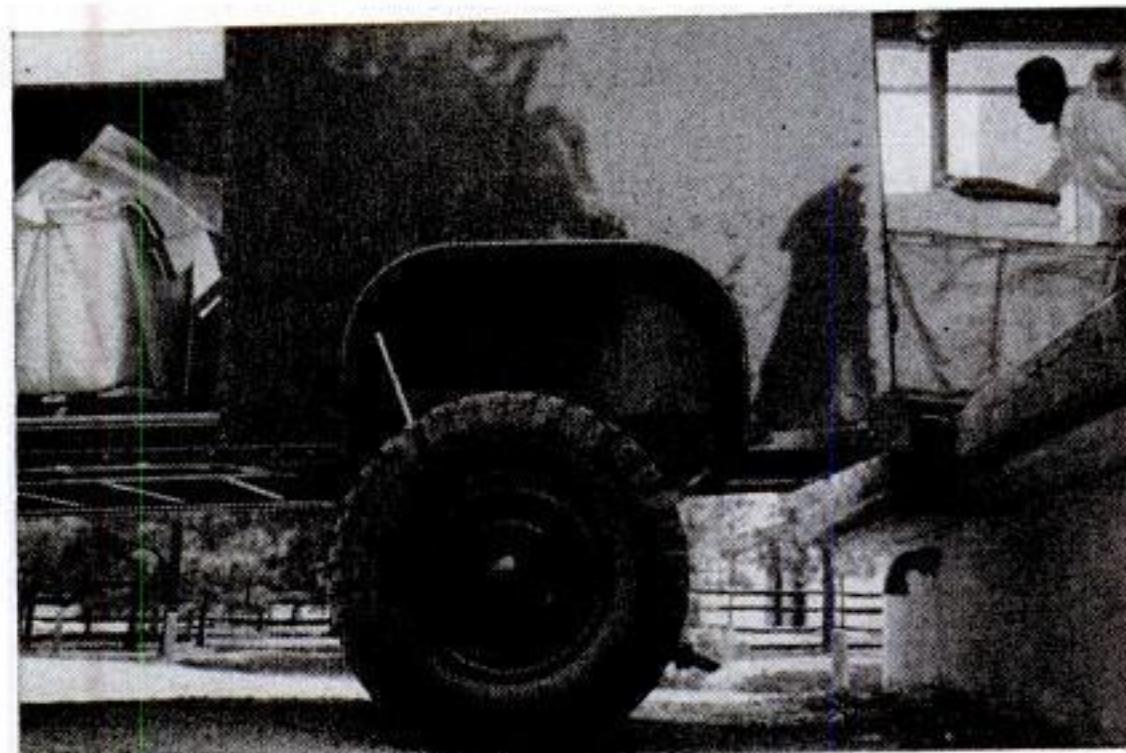
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ADVENTURES of
COL and GATE

IN LOW POSITION THE TRUCK'S BODY RESTS ON GROUND. IT CAN BE LOADED FROM THE REAR AND FROM BOTH SIDES

UPS AND DOWNS OF A NEW TRUCK

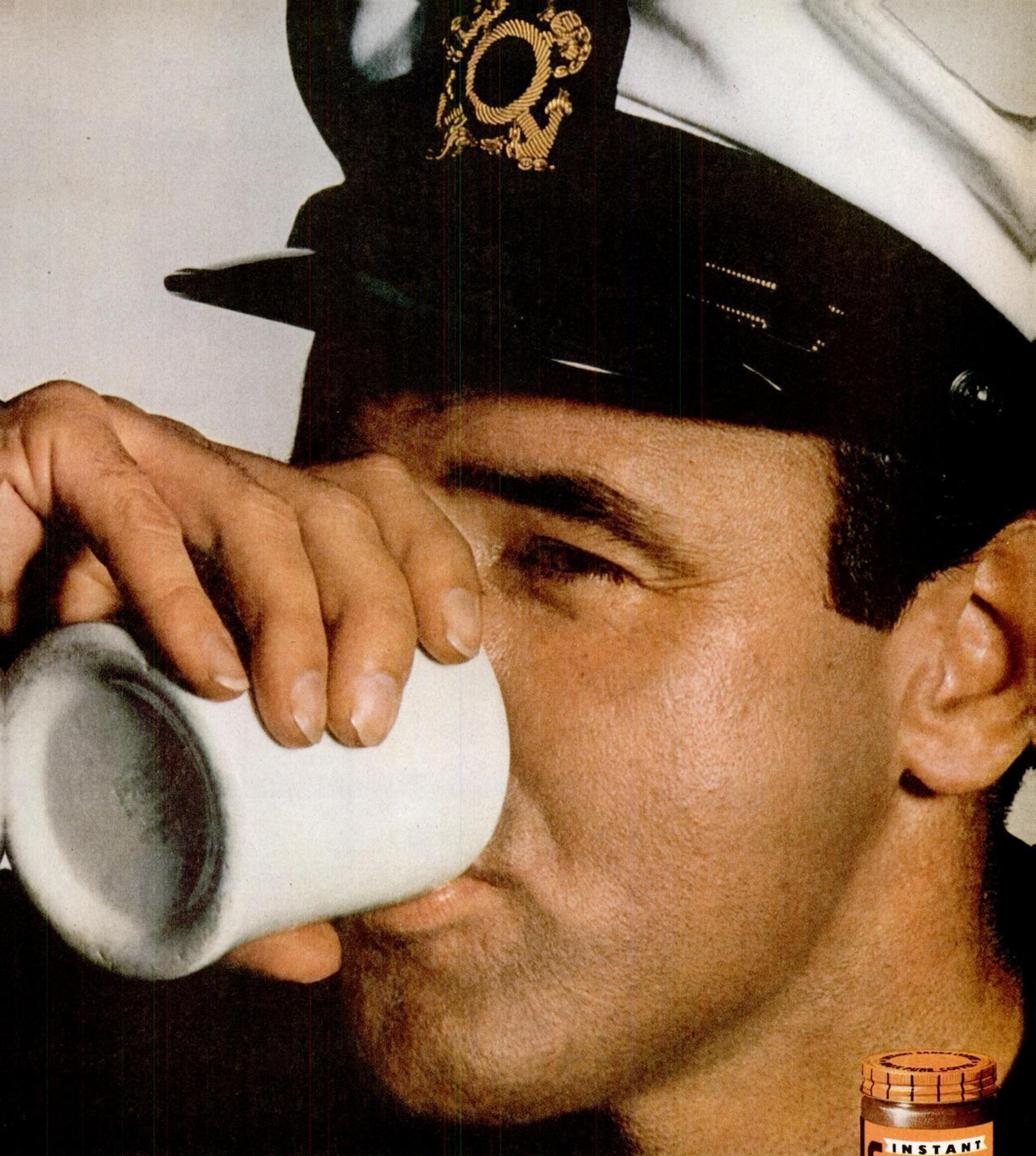


IN RAISED POSITION, BODY CAN LOAD FROM HIGH PLATFORM

AT NORMAL LEVEL, BODY LOOKS CONVENTIONAL. DEVICE OVER CAB IS HYDRAULICALLY OPERATED RAISING MAST



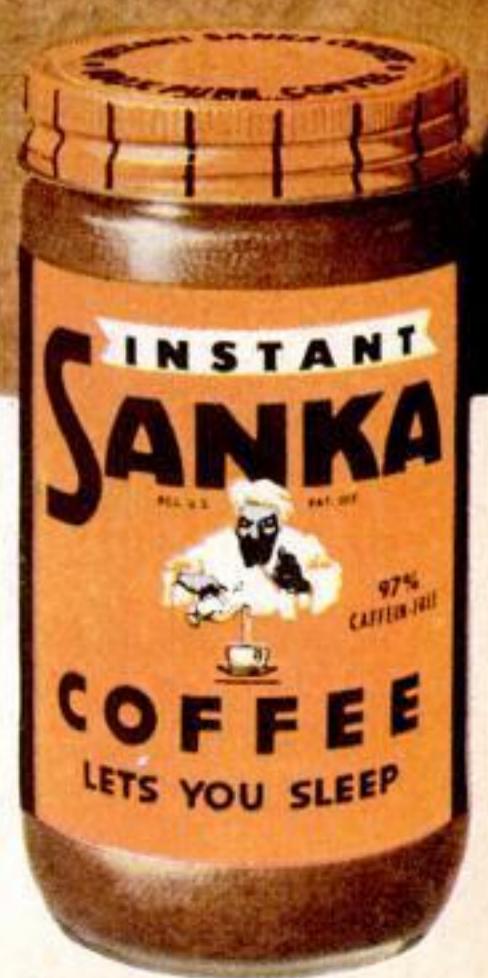
In time and trouble, loading is often as much a problem to truck owners as the hauling itself. To help solve this, the Thompson Trailer Corp. recently devised an elevator truck. The body, which can carry five tons, goes up and down to load its cargo from platforms at any height up to 52 inches, or right on the ground. Hydraulic cylinders, behind the cab and above each rear wheel, lift and lower the body. The engine drives the front wheels, doing away with the drive shaft, and each rear wheel is separately mounted, eliminating the rear axle. The truck costs 30% more than nonelevating trucks, but it can make up at least some of the difference by cutting cargo-handling costs.



Drink this hearty coffee as strong as you like . . .

It still can't get on your nerves! Drink as many cups as you like . . . as often as you like . . . Sanka still can't make you jittery or keep you awake. All pure coffee. 97% caffeine-free.

NEW INSTANT SANKA COFFEE



A fine coffee from General Foods
Copyright material

Move a new home into your house!



New rooms for old

So easy to own! Lovely suites

You're the only one who'll know, as the deliverymen march past your neighbor's interested eye, that your new furniture is not nearly as expensive as it looks! A *Bedroom by Bassett* is the perfect answer for everybody who has good taste and a small budget.

The beautiful Bassett bedroom suite above is an example. Its price is modest. But did you ever see anything so lovely as the slender, brass-capped columns that frame the dresser and chest? Or the warm Tangier finish, over rich and luxurious mahogany!



Here's Scandinavian design—first choice of many young homemakers. Bassett calls this group "Melody." In two finishes—Walnut (shown here) and Mello-Mahogany and includes, besides pieces shown, a triple dresser, bachelor's chest, desk.



You'll have trouble getting more bedroom for your money than you'll find in this attractive Bassett suite. The design is simple and dramatic, the wood African Mahogany, and the finishes—Pastel (shown), Oak, Cordovan, and Walnut.



from BASSETT

from only \$149 to \$399*

Bassett has been making fine furniture for over fifty-four years. And while you see only beautiful bedrooms here, Bassett makes handsome dining room and occasional furniture, too. You'll find them all in furniture and department stores near you.

*Usually includes double dresser with mirror, chest and bed. For booklets showing many of Bassett's 50 Modern, Traditional, Provincial and Colonial suites—send 20c: BASSETT FURNITURE INDUSTRIES, Bassett, Virginia.

Fine features of BEDROOMS BY BASSETT



Beauty of the past appeal to you? See Bassett's Stratford Group, graceful 18th century Hepplewhite bedroom. We show it in traditional mahogany, but there's a lighter finish, too. Other pieces include a marvelous four-poster bed.



Italian Provincial is the wonderful middle way between Modern and Traditional. Bassett's "Tuscano" includes small and large dining room groups as well as a variety of bedroom pieces. Also a bachelor's chest and very feminine powder table.



AN ALMOST-PLEASANT PRISON, the California Institute for Men, near Chino, allows its inmates to picnic with families on visitors' days. Chino, which

is a minimum security prison, has 1,400 inmates whose crimes range from car theft to murder. They are carefully selected by state as good rehabilitation risks.

THE PARADOX OF THE PRISONS

Ably administered, humanely run, they are in better shape today than they have ever been. But the question is: what are they for?

by ERNEST HAVEMANN

This is the fourth of six instalments in LIFE's series on crime. Its discussion of U.S. prisons is accompanied by a color portfolio of a maximum security institution (pp. 87-92) painted by Artist Gregorio Prestopino. It also includes an exclusive picture essay—the story of life in Atlanta Penitentiary as photographed by one of its inmates (pp. 105-111).

FOR every thousand Americans who would instantly recognize the name of J. Edgar Hoover, director of the Federal Bureau of Investigation, there are perhaps only one or two who have ever heard of James V. Bennett, director of the federal Bureau of Prisons. Bennett, a lawyer and career civil service man who has been with the Bureau of Prisons since it was established in 1930, sits in a modest Washington office hidden away on an obscure upper floor of a federal building used mostly by the Home Loan Bank Board. He holds no press conferences and few Washington reporters would know where to find him. About the only time he gets his name in the newspapers is on those rare and unhappy occasions when prisoners escape or riot. Yet Bennett and his equally anonymous counterparts in our state governments are immensely influential in the U.S. crime picture.

Once a criminal has been caught by the police system described in Part II of the LIFE Crime Series (Sept. 16), and convicted under due process of law in the courts as described last week, the next step is usually prison. There the criminal will remain for anywhere from less than a year to the end of his life. This is his punishment, as society has decreed it. It is also his opportunity, or so society hopes, to reform. He will certainly be a different man when and if he gets out. The question is, will he be better or worse?

Such is the basic efficiency of our modern police departments and courts that practically every person who engages in criminal activity for any length of time is almost certain to wind up in prison. This makes the construction and administration of prisons a tremendously big business. The federal system run by James Bennett includes 30 penitentiaries, reformatories, correctional institutions, prison camps and hospitals scattered from coast to coast. At any given moment their inmates number about 20,000 men and 650 women. The various states have 200 penal institutions with a population of about 162,000 men and 7,000 women. There are as many people in prison today in the U.S. as there are living in a city the size of Tulsa, Okla. In addition, there are about 10,000 more men in jails and workhouses for less serious offenses and 33,000 juveniles in training schools.

Life sentences notwithstanding, very few of these prisoners will die behind bars. Perhaps 97% of them will some day leave the prisons and take their places in society again. What happens to them in prison—whether they are reformed or embittered, trained to take useful jobs or to commit new and more vicious crimes—is probably the most decisive single factor in the national crime pattern. It is, however, a matter to which the nation has given very little thought. With a few rare exceptions in the smaller states like Vermont and Rhode Island, practically every U.S. prison is overcrowded. Every prison runs on too small a budget. Most have an insufficient staff and a woeful shortage of useful experts such as sociologists and psychiatrists. No congressional committee has ever sat down and tackled the terribly complex philosophical problem of what prisons are for, what they are supposed to do and how best they can do it. Nobody has ever made a conclusive study of which prisoners from what kind of prisons tend to go straight afterward and which tend to become even worse criminals. About all that is known for certain along this line is that the prison is in general

an extremely poor reformer of men: more than 65% of the men who enter prison have been behind bars before.

Within the limits imposed by lack of space, funds and a guiding philosophy, many prisons are remarkably well run. They are clean and humane and make an earnest effort to improve the minds and characters of their inmates. Notable among these are Bennett's federal prisons and the institutions operated by California, New York, Wisconsin and the District of Columbia. At the other extreme are a few penitentiaries which would shame the most callous hog farm operator. Georgia, which has removed the leg irons from its chain gangs, still puts up with a prison like Rock Quarry, near Buford, where from time to time inmates break their legs or cut their heel tendons in protest against the living conditions and working hours. An inspection committee visiting a Florida prison last year found 18 men in a cell built for six. The Missouri penitentiary at Jefferson City, scene of a bloody riot in 1954, crowded six men into a one-man "punishment hole," with no toilet and only one tiny window for air. At a later investigation the Jefferson City warden conceded, "If we rehabilitate anybody here, it's by accident."

In general, the physical conditions in U.S. prisons have improved rapidly in recent years, and even the states which have been the most backward are making efforts to catch up. Texas and Louisiana, for example, have made amazing progress in the last decade. This is unquestionably a good thing for the nation as a whole, for crime is a national problem and the convict turned into a wild animal in a backward penitentiary in one state may prowl through all the other 47 states later on. The quality of prison administration has also improved to the point where it is one of the great unsung accomplishments of our governmental system.

Although federal and state prisons are governed by different laws, operate under different budgets and often have different methods of dealing with criminals, the problems of administering federal and state prisons are basically the same. James Bennett has his counterparts in administrative jobs all over the nation. His opinions and his efforts

CONTINUED



AN OLD-STYLE CHAIN GANG sets out to work on the roads of Bibb County, Ga. in 1937. But leg irons, chains and stripes were abolished by state in 1943.

THE PRISONS CONTINUED

to improve the administration of our prisons are, in large measure, those of men of goodwill throughout the system.

Bennett would be the first to admit that goodwill is not enough and, if not accompanied by hardheaded realism, can even be a handicap. The prison administrator gets society's worst misfits, mostly men and women who have been in trouble of various kinds ever since grammar school. He gets them under circumstances where they are usually more or less bitter at society for what they term a "bum rap." As he talks to them, some of them strike him as mere unfortunates who just never had any decent advice or a decent chance in life. If he is a man of sensitivity like Bennett, his heart is bound to go out to these people. But others impress him as so hard and bitter that they would gladly knife him in the back if they got the chance. Some are psychotic, or nearly so. How is the prison official to treat them? What can he hope to do for them? Why are they in prison anyway? Is the prison a place where men are supposed to suffer for their sins or a place where they are to be redeemed as useful citizens? Is it a place merely to keep them out of circulation at minimum cost, or is it a place to build character, self-respect and a healthy regard for the rights and properties of others?

Many amateurs think they know the answers to these questions. Bennett once thought that he did too, but this certainty was quickly knocked out of him by experience. Bennett still recalls one of his first inspection trips to Atlanta, shortly after he got in the Bureau of Prisons by an accident of civil service assignment. He watched the deputy warden interview a prisoner who was asking for a routine transfer to an institution nearer his home. He was shocked by what he considered the deputy's unnecessary toughness. Then an emergency alarm sounded high up in one of the cell blocks. A prisoner had barricaded himself in his cell by propping the iron bed-frame against the door. He had stopped up the toilet with his clothing and tied down the flush valve so that water flooded the floor. Now he was pacing back and forth through the slop in his underwear, cursing the prison officials at the top of his lungs. He greeted Bennett by dipping his tin cup into the toilet bowl and throwing the water, just missing.

The deputy warden, wise in the ways of prisoners and their tantrums, began talking to the man—and to Bennett's great surprise got him to leave the cell quietly within a matter of minutes. Ever since, whenever he has been tempted to be categorical about prison personnel or methods, Bennett has thought back to his near-baptism into prison life and the changed opinion it gave him of the deputy warden's job.

The prison is a much more complex problem than any outsider, including legislators and reformers, can imagine. A big prison such as Atlanta represents an investment of about \$35 million in buildings and equipment—which the inmates might, if the occasion and provocation ever arose, be happy to wreck or burn. It has around 2,700 inmates, for whom as much useful work as possible must be found without interfering with the various laws preventing the competition of prison-made goods with private industry. In one sense the typical prison is a big manufacturing concern, some turning out several million dollars' worth a year of such items as license plates, road signs, bricks, uniforms and textiles. It is also a giant farm, annually producing more beans, potatoes, tomatoes and pork than do some rural counties. An executive running a private industrial and agricultural empire of this size would surely get \$50,000 a year. The average state prison warden gets \$6,000 to \$8,000 (plus a home and services)—and must rely for his labor force on men who have little incentive to work.

On top of the sheer physical size of the job, the warden has to cope with problems of which no private industrialist ever dreamed. Every time he reads of an influenza epidemic he thinks of all the men crowded together inside the prison walls and wonders what he would do if disease ever struck. He lives, no matter how humane he is, in constant fear that his prisoners may rebel against him or that one or more of them may decide to make a break for it, perhaps taking some guards along as hostages. Where men are cooped up behind walls, there are bound to be tensions. In even the best-run prisons there is only the

finest of lines between calm and violence. And everybody there knows it, the warden, the guards and the inmates alike.

The smallest incident can lead to trouble. Once Bennett concurred in an order that stopped an old Alcatraz custom of letting the inmate kitchen helpers "eat on the range." They had been permitted to cook their own meals whenever they had the time, thus getting more and better food than the average inmate. The new order was designed to end this discrimination for the benefit of the prison population as a whole, and all the other prisoners knew this was the reason. Yet when the kitchen workers went on strike, sitting in their cells all day and refusing to work,

all the other prisoners supported them by refusing to take their places. There would have been no meals prepared at all had not the guards and administrators pitched in. It took three months to break the strike by gradually introducing newly arrived prisoners into the kitchen jobs—and guarding them carefully to make sure they were not beaten up by the older inmates for being scabs. All in all, as Bennett has put it, "there are no jolly wardens."

Since keepers as well as prisoners are only human, there is always a temptation to meet situations like the Alcatraz strike—not to mention the more violent riots that have broken out from time to time—by getting tough, by starving the prisoners or beating them into submission. The whole history of prisons, indeed, represents a strange conflict, still not fully resolved, between modern society's ideal of treating all human beings with humanity and the ancient notions of eye-for-an-eye revenge.

Until less than two centuries ago the idea of rehabilitating criminals in prison did not exist. Prison was simply one form of punishment, and other forms were considered more effective. Criminals were often punished by public humiliation, by having a hand chopped off, by banishment to faraway lands, by torture and often by death. Under Henry VIII 72,000 thieves were executed, under Queen Elizabeth

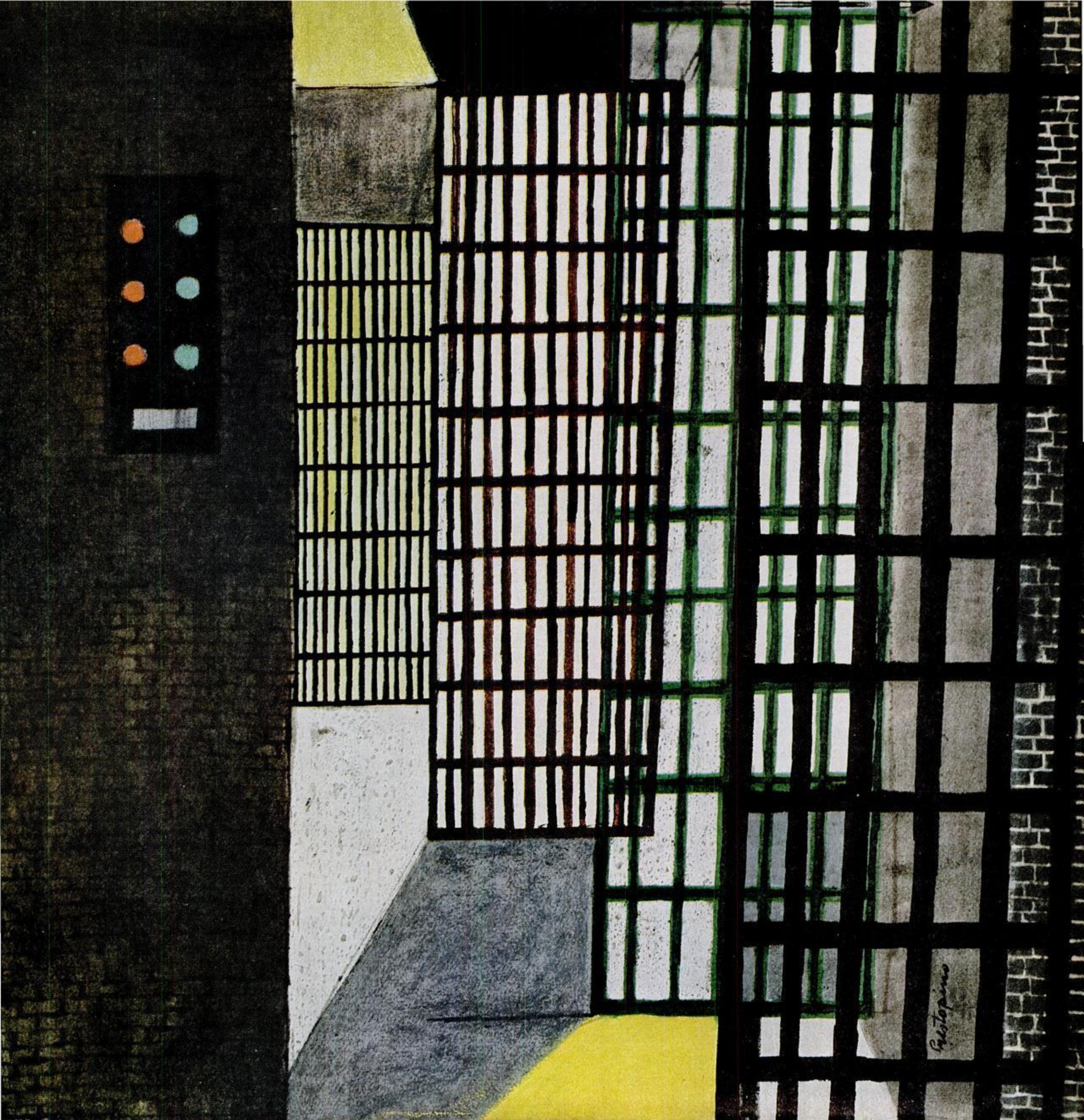
19,000. Even in colonial days in America, adultery and striking a parent were punishable by death. For lesser crimes the common punishments were branding, flogging, the ducking stool or exposure in stocks or the pillory, usually in the public square so that the better citizens of the community could gather around to throw stones and garbage.

It was the American Quakers who invented the prison as we know it today, and they did so out of the goodness of their hearts. The prison, they thought, would be a humane form of punishment but would have the important added virtue of giving the criminal the maximum opportunity to ponder his sins and reform. Even the names of our institutions attest to this pious hope: a penitentiary is a place where a man does penitence, a reformatory a place where he reforms. Over the doorway of the warden's house which is part of the old New Jersey prison at Trenton, built in 1797, are carved the words: "Labour, Silence, Penitence."

In one of the early types of U.S. prisons each inmate was kept alone in his cell with his thoughts and his Bible except for one hour a day in a little private walled, one-man exercise yard. Though the intention was good, the result was not. Charles Dickens, visiting a prison of this type, was so horrified by the grim solitude that he declared he would probably never sleep well again for thinking of all the poor wretches behind bars. But the worst was yet to come. The well-meaning Quaker jailers were soon supplanted by political hacks, and the job of guarding prisoners inevitably fell to a race of bull-necked and often sadistic morons unemployable anywhere else. Prisoners were often herded together like animals, fed the most meager and nauseous meals and treated with almost every imaginable brutality.

As recently as 25 or 30 years ago, most prison wardens had no interest in the job, much less any talent or training for it. The actual administration was usually in the hands of some hard-boiled or even corrupt deputy warden. Inmates were hired out on a contract basis to work at

TEXT CONTINUED ON PAGE 94
PICTURES ON NEXT SIX PAGES



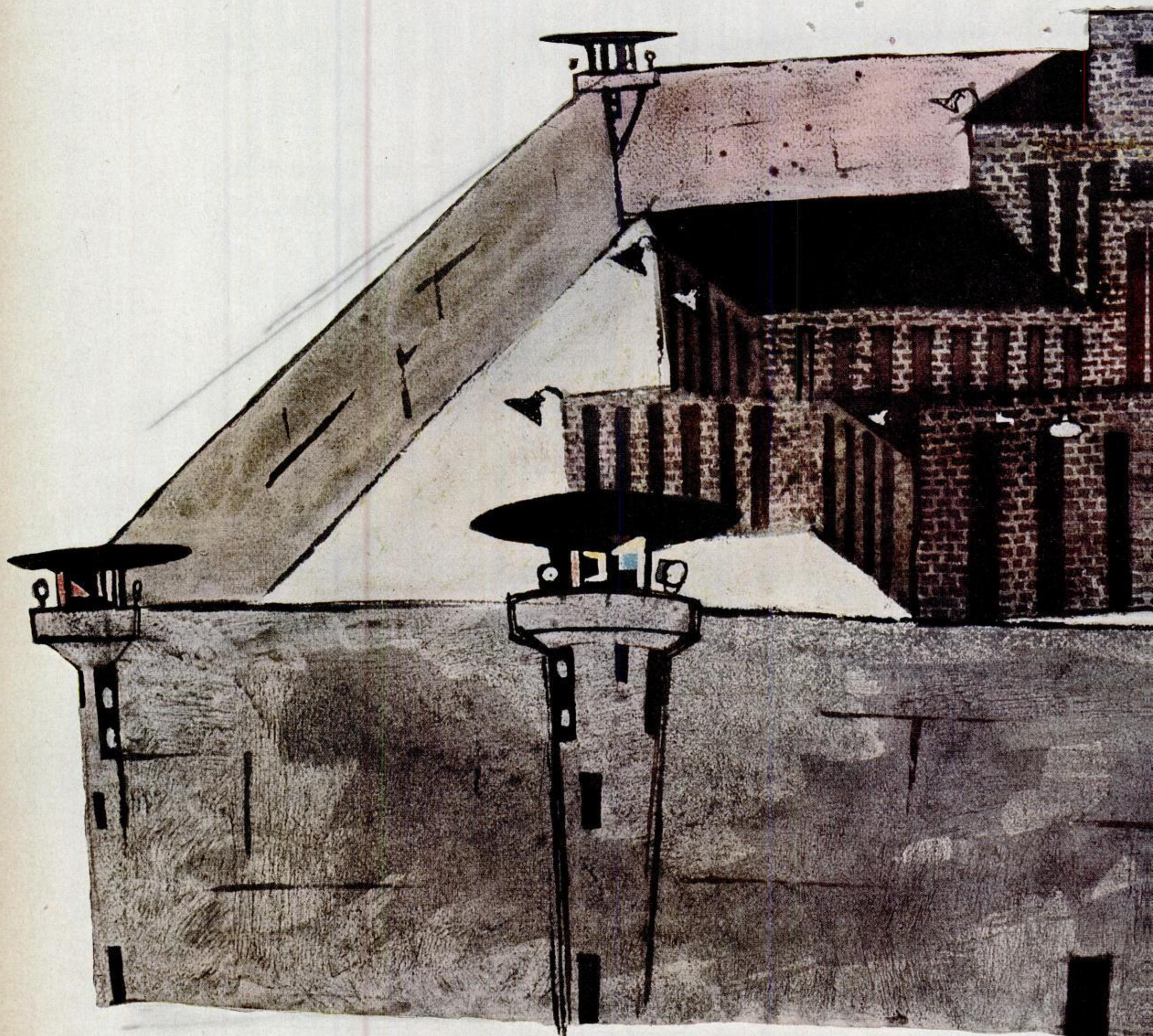
GUARDING THE MAIN ENTRANCE AT GREEN HAVEN IS A FORMIDABLE SERIES OF STEEL-BARRED DOORS, AT LEAST ONE OF WHICH IS ALWAYS CLOSED

FORTRESS TO KEEP MEN IN

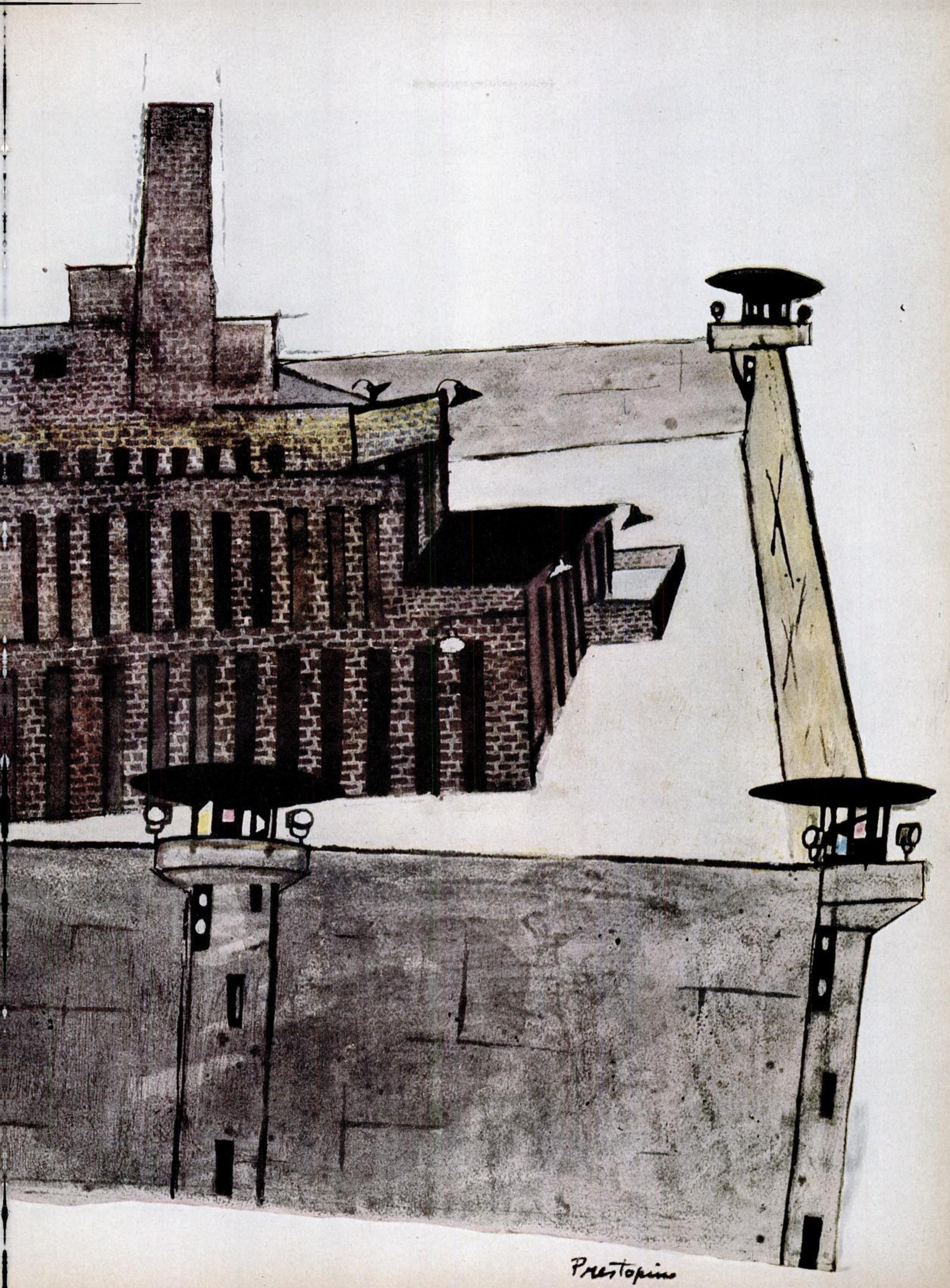
To every man who loves his freedom a prison is a dreadful place. No matter how benevolently run, it is a grim world of huge walls, steel bars and watching guards. The very bulk of stone and steel required to cage a desperate man is sinister and overpowering, particularly in a prison designed for maximum security—built to hold a man with no chance for escape. There are 69 such maximum security prisons in the U.S., and half the nation's convicts live in them. They are expensive and big. To show how their bulk and

bars impress a man, LIFE sent Artist Gregorio Prestopino to New York State's Green Haven to paint the pictures on these pages.

Opened in 1949, Green Haven is one of the nation's newest and best maximum security institutions. In it are 1,889 convicts and 411 guards and prison employes. To them, life within its walls is a busy one of well-ordered routine, clanging doors and flashing signal lights. But to Prestopino the place seemed almost lifeless, so overshadowed were the people by the prison's walls and bars.



More than a mile of wall surrounds Green Haven. It stands 30 feet high. To prevent escape it reaches down to bedrock, as much as 40 feet and pipes passing through it are all of small diameter.

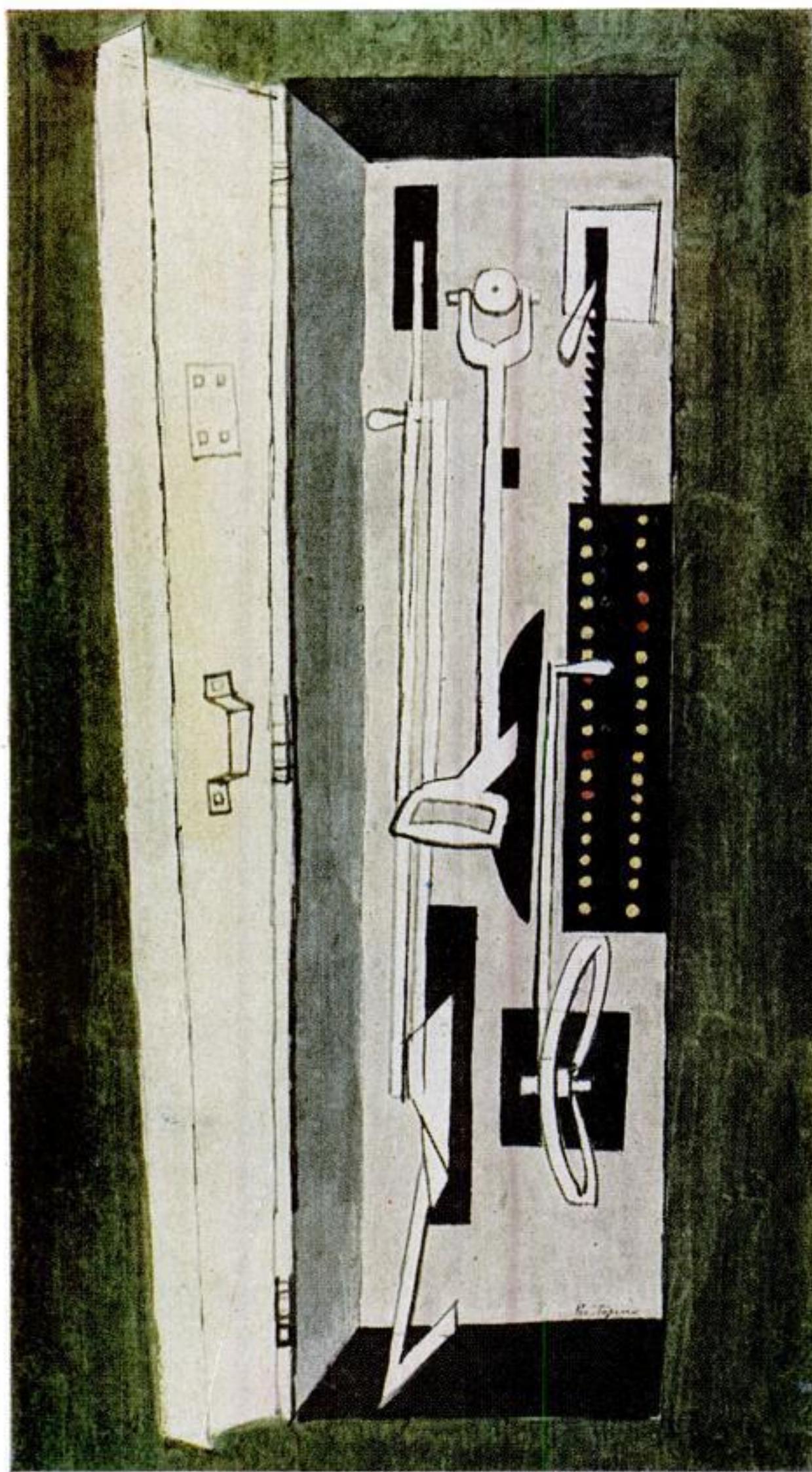


Prestopino

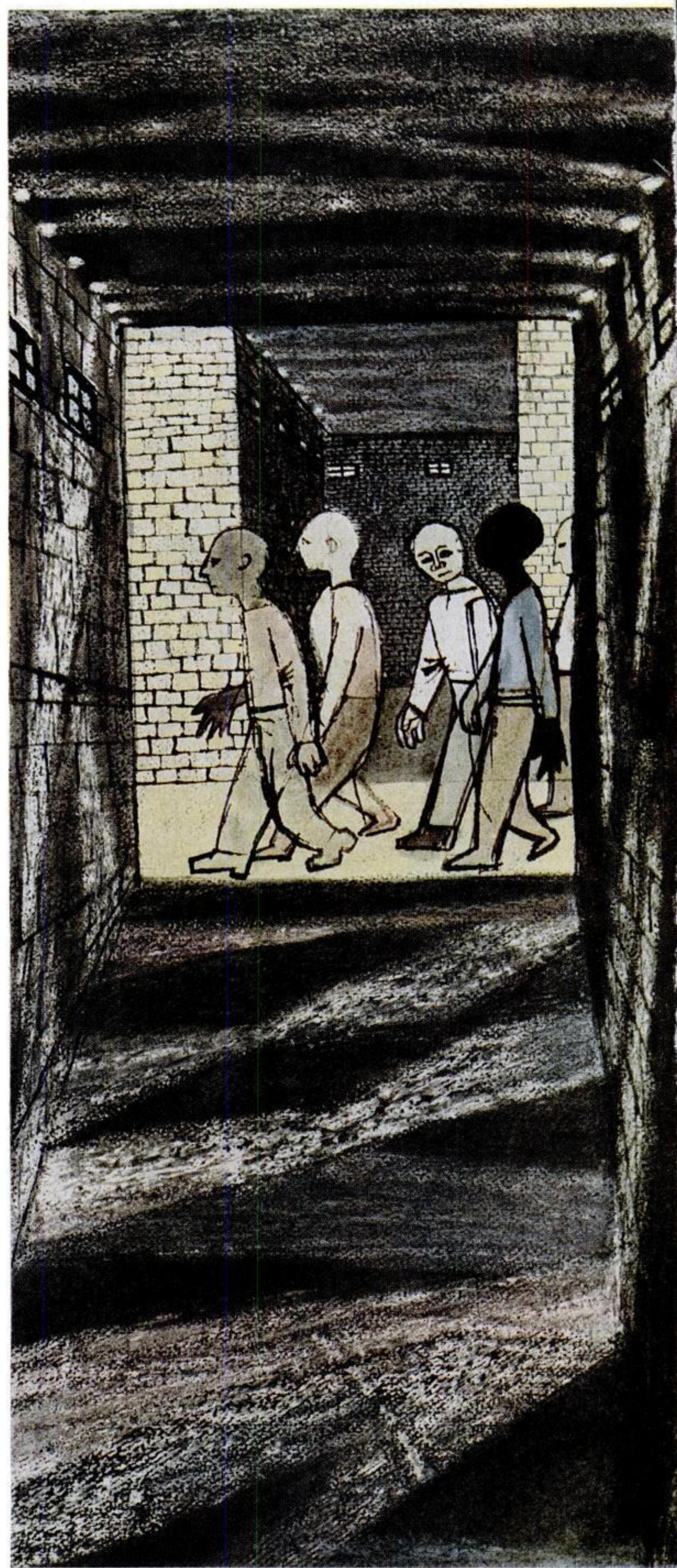
PRISONS CONTINUED



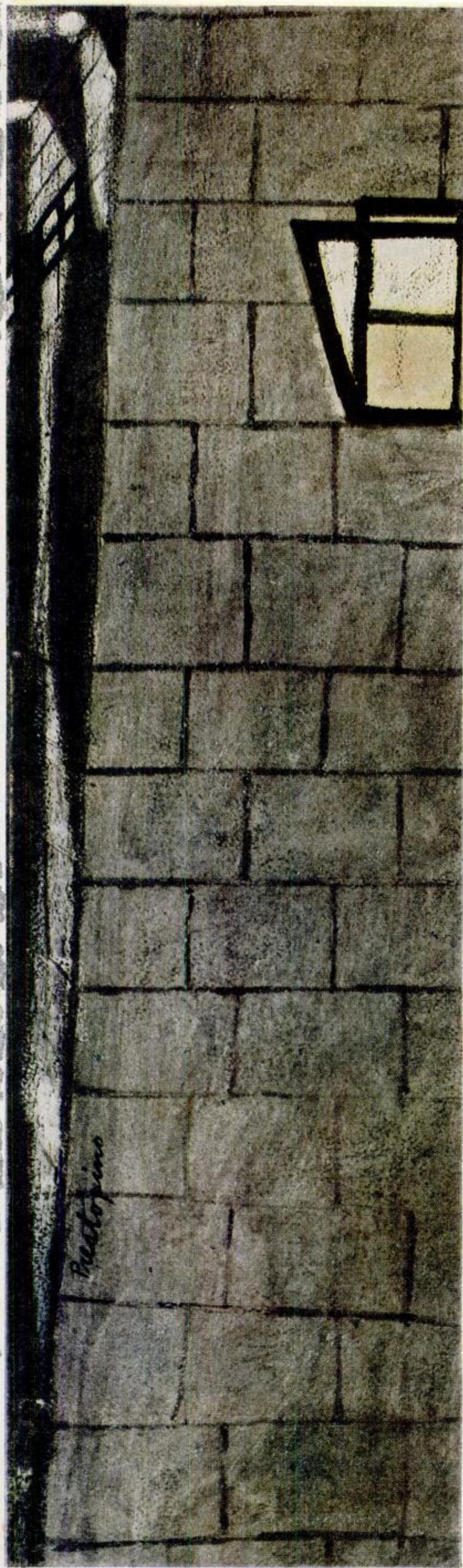
Sheltered by a circular roof and protected by a wall with gunports in it, a guard stands watch on the wall. His tower contains a bathroom, searchlights, a rifle, shotgun, tear-gas gun, submachine gun.



Control panel operates a cell block's doors. Handle at left selects door, center one locks or unlocks it, right handle opens or closes it. Lights show door open (red) or shut (yellow).



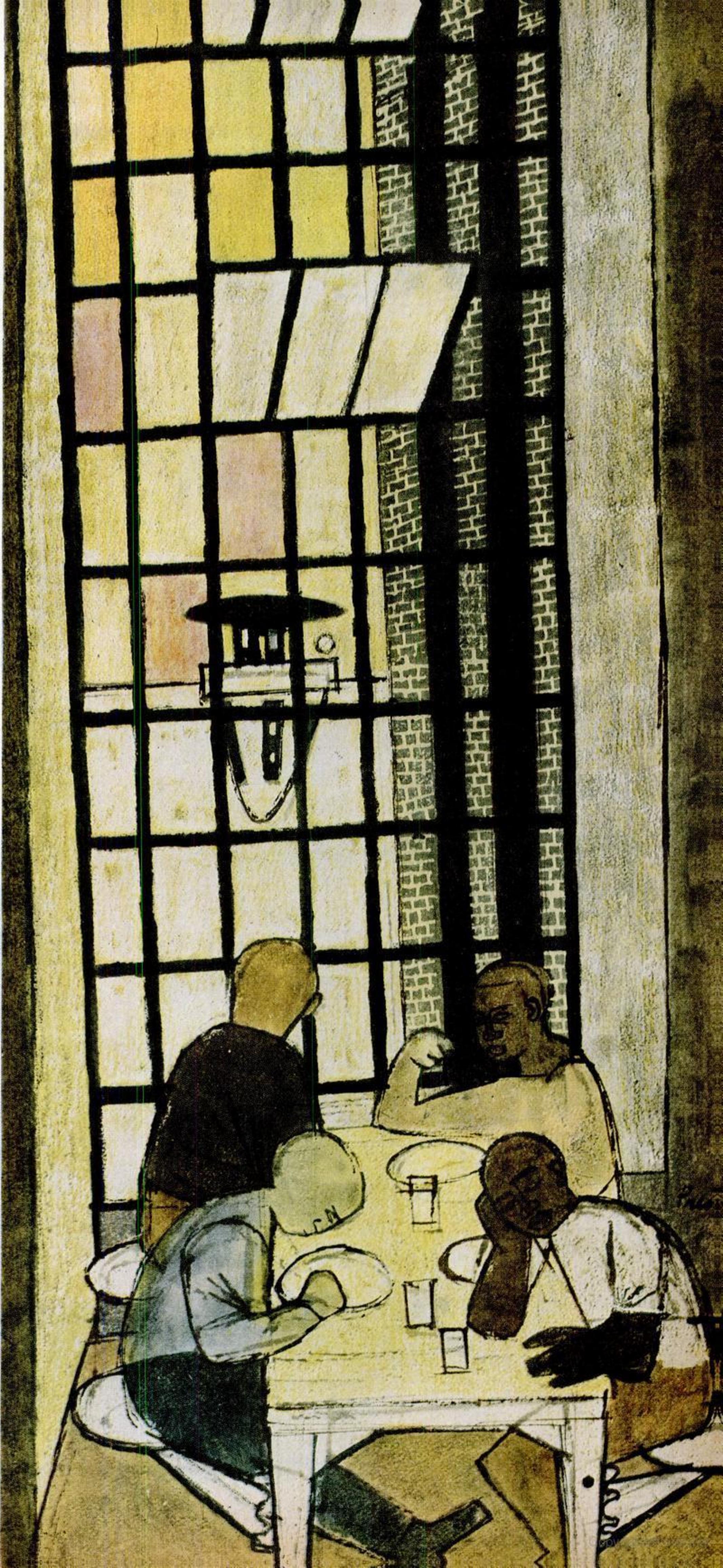
In one of Green Haven's intricate corridors, a group of inmates marches to lunch. For security reasons service areas are isolated from main cell blocks and prisoners have long walk to mess hall or bath house.

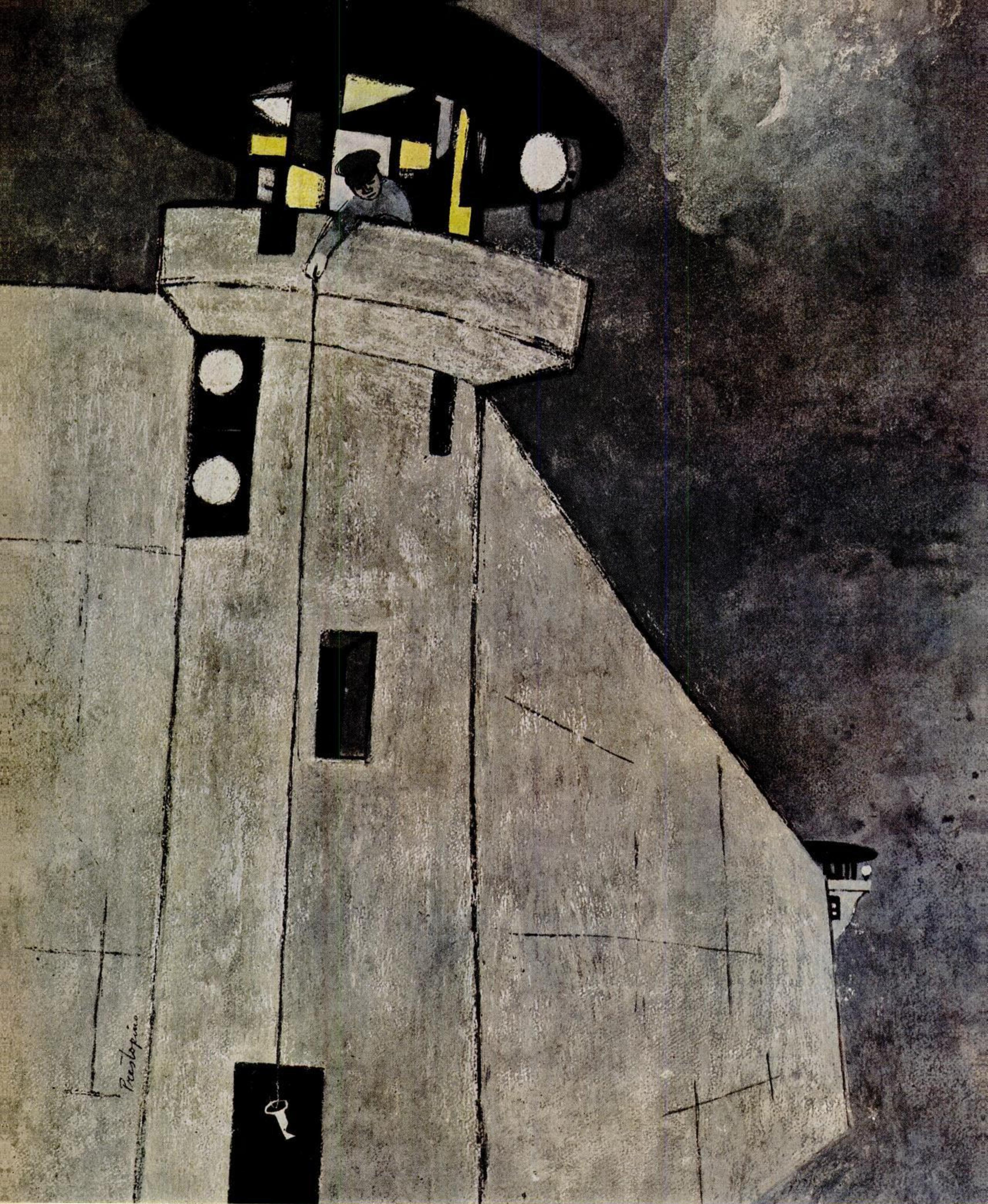


Prisoners

Behind a barred window, prisoners eat lunch. →

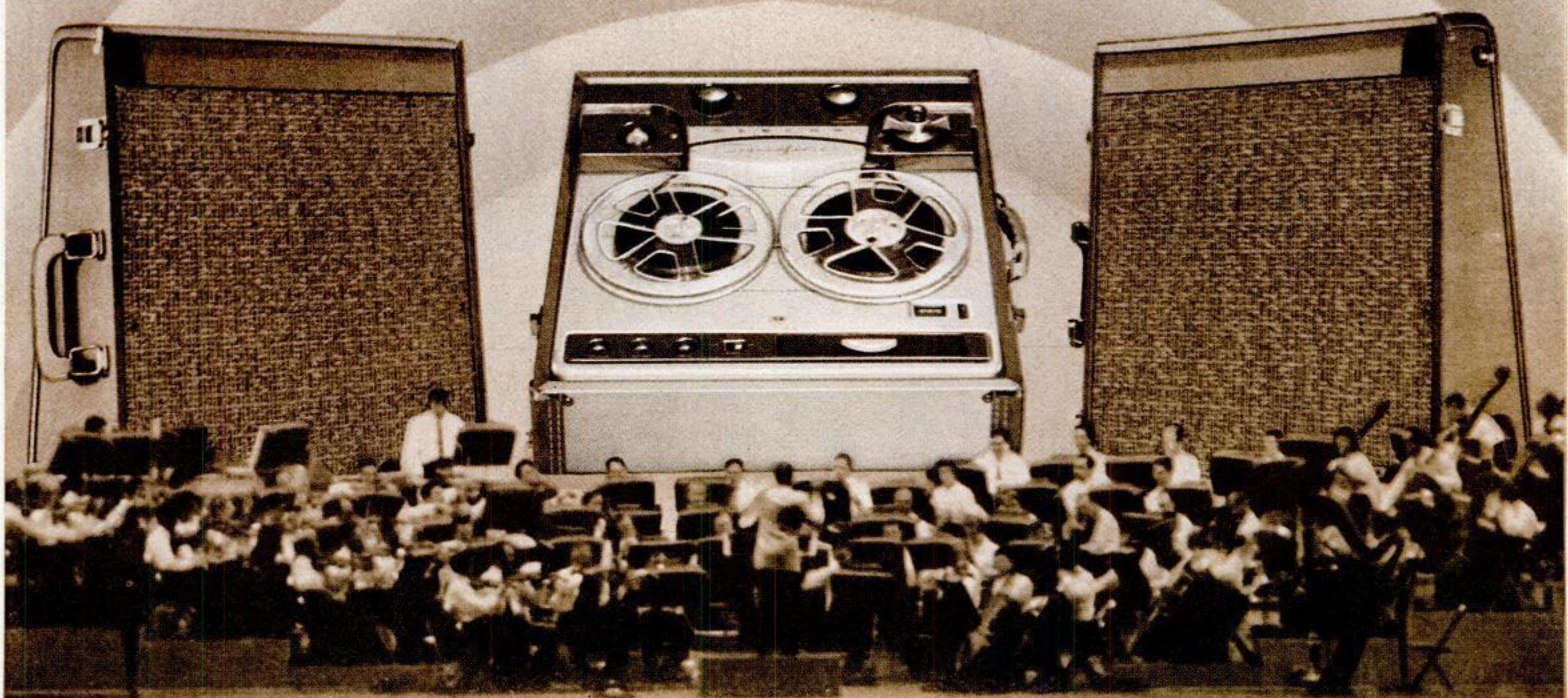
Stools are fixed to tables so convicts
cannot throw them. Outside is a guard tower.





Changing of guard in a guard tower takes place outside the wall. Guard lowers tower key to his relief man. The relief man opens the door, climbs up and is admitted to tower through a steel trap door.

LISTEN



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YOU'RE INVITED! New 1958 Webcor Stereofonic Tape Recorders reproduce sound so vividly—represents music in all its glorious dimensions so accurately and completely—that we do not even attempt to describe it. Truly—your home becomes a concert hall with a new Webcor!®

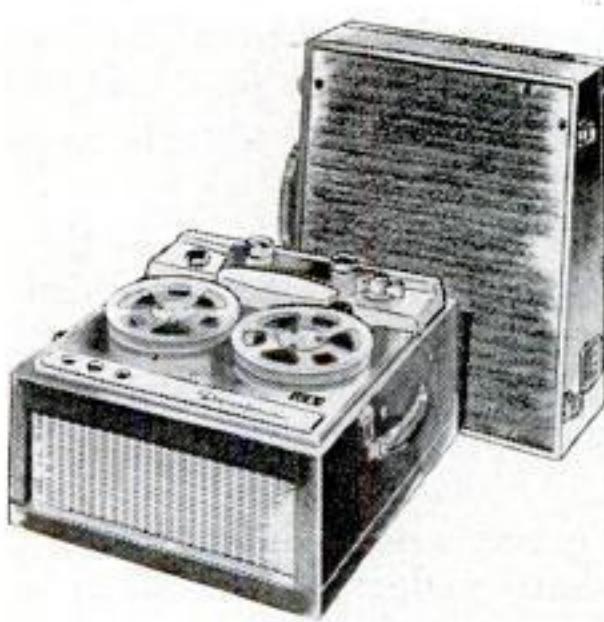
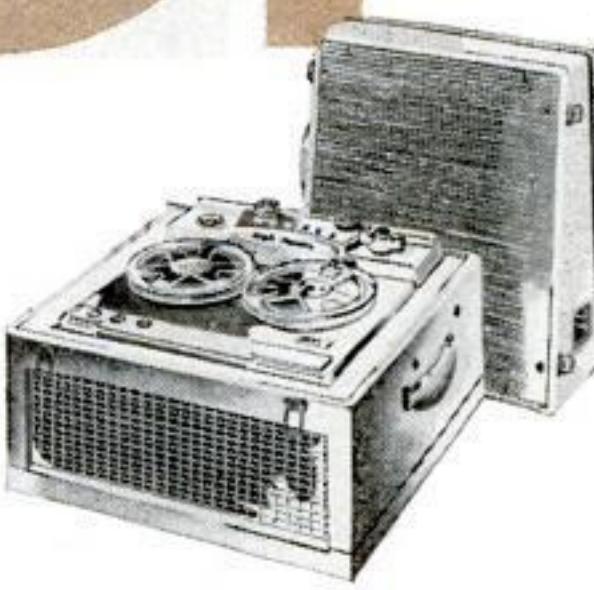
Your Webcor dealer cordially invites you to attend a personal audition of this new miracle of breath-taking sound reproduction on the 1958 Webcors... at your earliest convenience. He'll also demonstrate the exclusive "Aural Balance" Remote Control. It's amazing!

Imperial Stereofonic Tape Recorder-Radio (above). Provides unequalled stereofonic music from pre-recorded binaural tapes... also records and plays back monaurally with "no reel-turnover." Has "Aural Balance" Remote Control—automatic shut-off. Two built-in pre-amplifiers. Use with Webcor Two-Section 6-speaker External Sound System (optional, extra). Ocean blue. With AM radio \$359.95*. Without radio \$319.95*.

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remember
and ask
for again



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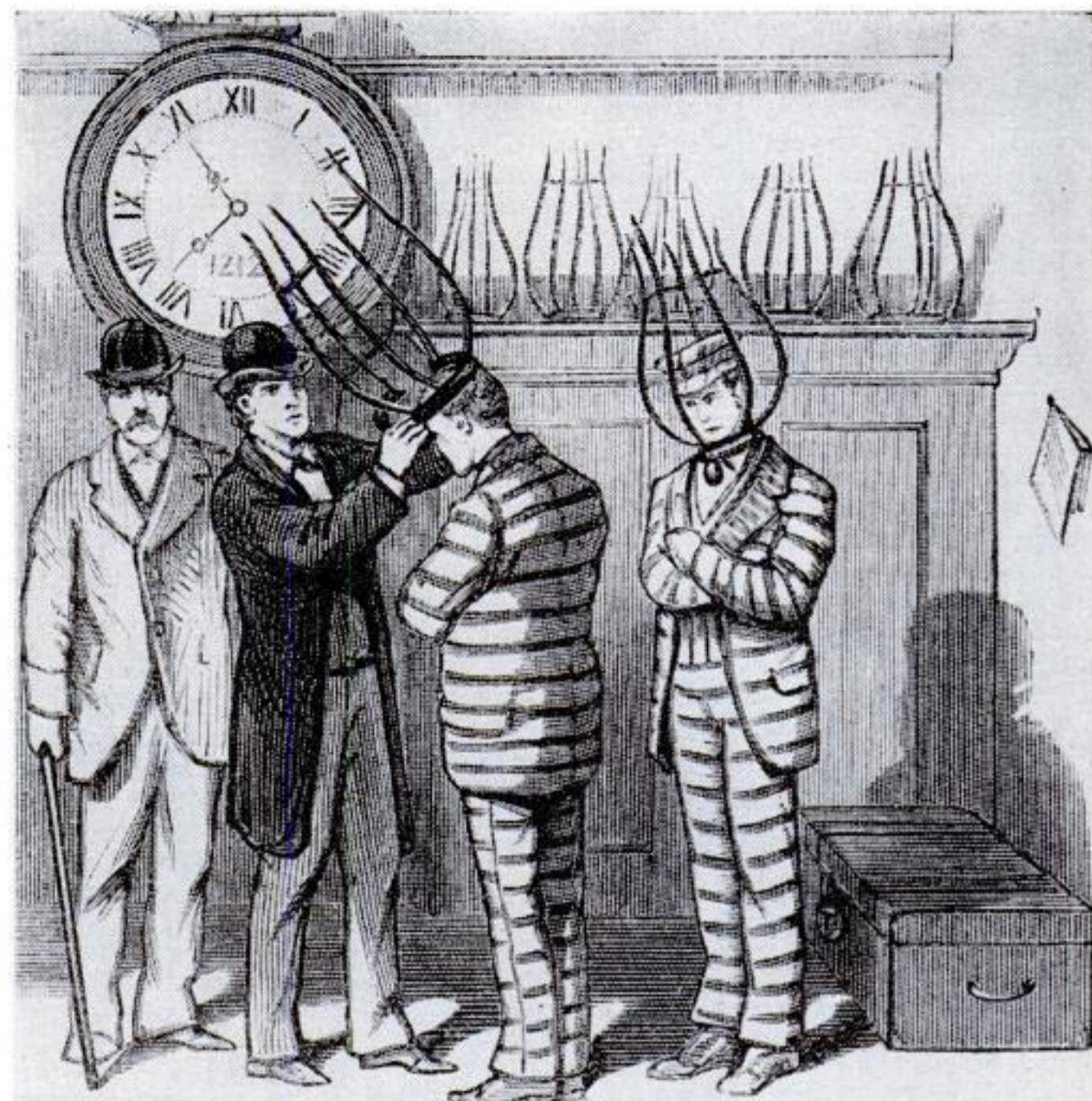
They taste-test each cheese regularly, for taste is the only true test of flavor perfection.

Taste-testing actually rules out about two-thirds of the cheeses being aged for sharp. Only the remaining third—the top third of the finest cheeses—is stamped "Miss Wisconsin."

A new type of vacuum packaging, developed just for Miss Wisconsin, keeps this wonderful cheese just as fresh as the moment it leaves its home in Portage, Wisconsin.

Miss Wisconsin is at your grocer's now—in mild, medium, sharp-aged or super sharp wedges; in sliced varieties and two exclusive new forms—freshly shredded and cubed.

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DURING THE OCTOBER CHEESE FESTIVAL!**



"BIRD CAGE," thought moderate punishment in 1878, was put on erring prisoners in Sing Sing. The eight-pound cage was sometimes worn a week.

TEXT CONTINUED FROM PAGE 86

factory jobs or on farms from sunup to sundown. Gambling flourished in the prison and was often run by a syndicate. Dishonest guards made fantastic profits by smuggling in dope and whisky.

Corporal punishment was authorized by law. In 13 states it was perfectly legal to give a prisoner one to 25 strokes with a lash. Seven states permitted jailers to handcuff a man to his cell bars and let him stand there until he decided to behave. Colorado permitted the ball and chain and cold baths. Prison guards learned that a man who was ducked and nearly drowned in a tub of ice water would soon have all the fight taken out of him. Some added a refinement by stripping the man naked, handcuffing and blindfolding him and then turning a fire hose on him. Southern jailers leaned toward the "hot-box," a tiny, stifling cell where a man could be kept standing under a flat tin roof until he dropped from heat exhaustion.

This sort of brutality has largely disappeared, and the reformers who struggled to eliminate it have pretty well worked themselves out of a job. Today no state officially condones any form of disciplinary corporal punishment. The accepted method of handling a recalcitrant prisoner in federal institutions is to put him in solitary confinement, sometimes on what officials call a "monotonous diet" (no meat, no salt and no coffee), for limited periods and under medical supervision. Individual guards doubtless break the rules at times, and less frequently a warden may secretly authorize physical beatings as a *sub rosa* prison disciplinary policy. But these are the exceptions.

Today's prisons are a far cut above those of a quarter century ago in every way. Usually the meals are good and dining hall rules permit talking and fraternization within reason, as opposed to the strict silence of an oldtime prison dining hall with the men making gestures like animals to ask for a slice of bread or a glass of water. Most cells have running water and private toilets. Many prisoners sleep in dormitories which look like World War II Army barracks with single-decker beds and ample toilet and bathing facilities. Though idleness is still a serious problem, prison officials make an earnest effort to keep the men busy on sensible jobs at which they can earn credits for coffee, candy and tobacco at the prison canteen. In their spare time prisoners play baseball, watch television or listen to the radio, read books from a reasonably well-equipped library, go to weekly or sometimes twice-weekly movies.

In federal prisons and most state prisons any inmate who wants to can get an academic or vocational education. Indeed, the federal prisons insist that all inmates acquire at least a fifth-grade education and beyond this provide voluntary courses all the way up to the college level. In many state and almost all federal prisons, college professors help give the courses. There are courses at various prisons, often given in conjunction with a union or a state licensing board, in barbershop, meat cutting, plumbing, bricklaying, auto repair and

'MAN'S NEW WORLD'

A new LIFE series beginning next week

We have always prided ourselves as a

nation of mechanics. Our youngest teen-agers can strip a car engine blindfolded. Our "do-it-yourself" fathers work wonders on weekends with nothing more than deft hands, lively imagination and power tools. Even the ladies approach a fuse box without fear. Yet for all our common ingenuity and invention, most of us are fairly baffled when we try to understand the workings and significance of the thousands of discoveries being made in laboratories and research plants which are daily changing our lives.

What do we know about sound waves that perform surgery without shedding blood, electronic robots that sweep floors, balloons that serve as houses? What about electronic computers that run factories, machines that move soaring mountains to fill lakes? All these things—and many as fantastic—are already part of modern American living. This is the world we live in now

—whether we realize it or not. But few Americans have any real grasp of these endless miracles of accomplishment and their impact on our lives.

In next week's issue LIFE will halt the hurtling advance of technical progress long enough to begin to picture the machines, materials and methods already perfected which will create even more astonishing changes in very near future living.

In a major new series, full of startling color photography, LIFE will explore "Man's New World." In revealing instalments published approximately every six weeks, LIFE's cameras will picture for you the effects of technology on the home, on the community, on health, in transportation, in industry. "Frontiers beyond the Earth" and "Frontiers of Thought" will provide a breathtaking look into the future. A concluding chapter will examine the psychological and sociological adjustments man will have to make to live with his own achievements.

ANDREW HEISKELL, *Publisher*



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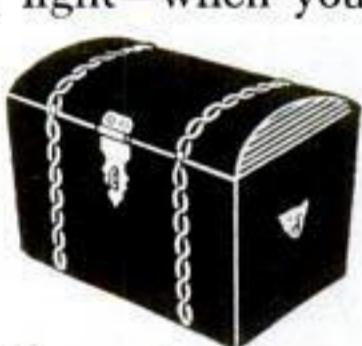
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ON-THE-JOB TRAINING in penitentiary at Terre Haute, Ind. is inspected by Director Bennett (left) here looking over prisoner's woodwork.

PRISONS CONTINUED

electrical work. The reformatory for young men at Chillicothe, Ohio runs a remarkably successful school for airplane mechanics, and the teachers have complained, like teachers in all good schools, that some of their graduates are making far more money than they are. Inmates can also take courses in family living, occupational adjustment and other subjects designed to give them some kind of psychological insight into their personal problems.

A man sentenced to a federal penitentiary always goes through a classification in which his intelligence, physical condition and temperament are carefully studied by physicians, sociologists and psychologists. On the basis of their findings he is then sent to the type of institution for which he is best fitted. At one extreme is Alcatraz on an escape-proof island in San Francisco Bay. Here the most dangerous men are kept under conditions of the strictest surveillance and discipline. At the other extreme is Seagoville in Texas, which, like the state institution at Chino, Calif. shown on page 84, is a "minimum security" institution for men in whose good intentions and desire to reform the federal prison officials have great confidence.

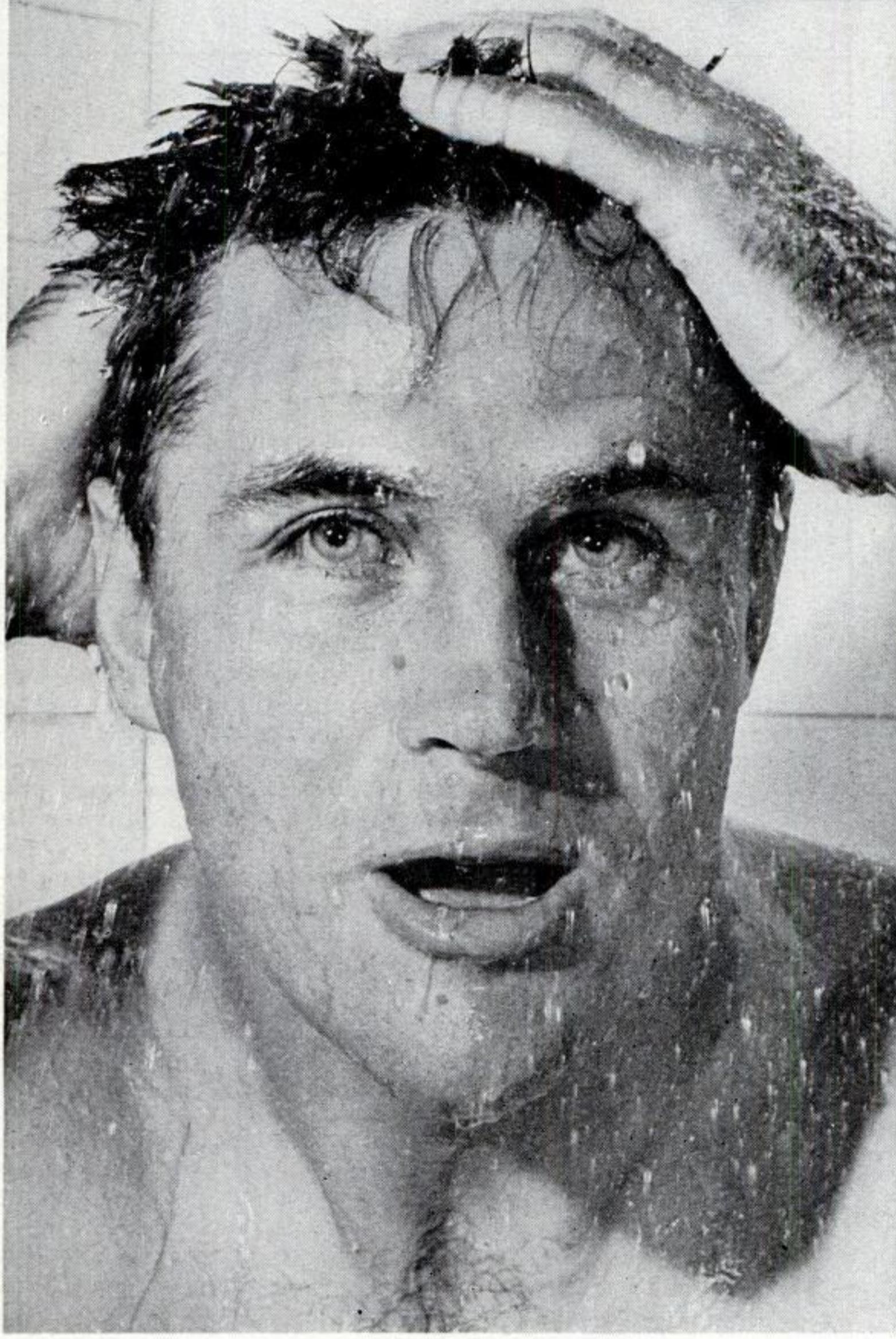
Seagoville looks more like a college campus than a prison. As one enthusiastic though ungrammatical new inmate wrote in awe and delight, "They don't have no gun towers. You have your own private room here which is never locked at no time and the buildings are wide open. There is nothing to stop you from escaping all you would have to do is walk away but it takes a fool to run away from a place like this."

Most state systems, while lacking the federal system's scope and flexibility, also have classification facilities and various levels of treatment. The Alcatraz of the state system may be just one segregated cell block within a general prison and its Seagoville may be a farm for trusties outside a walled reformatory.

Anyone who thinks the modern prison is too soft, however, is urged to try it some time. In the first place U.S. prison sentences tend to be very long, much longer than in most other countries. Visitors from abroad, used to thinking of the U.S. as a gentle and kindly nation, are often surprised to find that a man gets five years here for a routine theft which might bring him six months in Sweden or France, or six years for a small check forgery which would call merely for a fine in England. The prospect of living behind walls for five, 10 or 20 years—particularly for the young and impatient men who make up the bulk of the prison population—can be almost maddening. Despite the best efforts of prison officials life behind the walls has a deadly monotony. Most prisons, moreover, provide absolutely no privacy. The long-term prisoner sometimes thinks he will go crazy from the incessant stares and chatter of his fellows, from the noise of hundreds of other men eating and snoring.

There is also the matter of sex. Though legislators never talk about it while setting the penalty for various crimes and judges never talk about it when passing sentence, the greatest punishment of all in prison is sexual frustration. Most prisoners are young men with strong sexual

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CONJUGAL VISITS by wives and recognized mistresses are permitted once weekly to prisoners with good records in penitentiary in Mexico City.

PRISONS CONTINUED

drives; yet they go years and sometimes decades without fulfilling their normal sexual role. To a man faced with 10 years or a whole life in prison, even a moving picture full of pretty girls is distressing, and a platonic visit from a wife or girl friend can be agony. Some countries have recognized this fact: they have decided that imprisonment in itself is enough and that sexual deprivation on top of it falls into the category of cruel and unusual punishment. Thus several nations, among them Mexico, Brazil and Argentina, permit prisoners to have what are called conjugal visits. No U.S. prison has ever tried this officially.

Whenever inmates are privileged to set up a prisoner's council—a concession to democracy of which Bennett highly approves—the subject of conjugal visits invariably comes up. The inmates, seeking to clothe their request in as much logic as possible, usually argue that sex is what creates all the tension in a prison, that relieving sexual frustration would end thoughts of fighting and escape and permit everybody to keep his mind strictly on business. Bennett's staff tries to clothe its refusal in equally logical terms. The prisoners are told that the greatest tension and troublemaking in the institutions involve young inmates who are not even married, that for these men conjugal visits would necessarily mean the importation of prostitutes, that this would cast a pall of immorality over the whole business and make any decent wife unwilling to participate, and that in fact few wives could fail to be embarrassed anyway. This is a good case and usually convinces the inmates, at least the more thoughtful ones. Some states have tried a system, similar to Colombia's, which permits the warden to grant deserving prisoners short furloughs to visit their homes, but this idea has not been widely accepted.

Like every other all-male institution, from boarding school to foreign legion, the prison is a potential hotbed of homosexuality. Certainly the oldtime prisons were plagued with homosexuality, which was encouraged by the common practice of keeping two men in a cell and by the naïveté of pre-Kinsey prisonkeepers. There have been cases where wardens punished inmates for homosexual activity by dressing them in women's clothing and forcing them to occupy a special section in the mess hall. Many prisons have been full of the most demoralizing intrigue in which handsome newcomers have been wooed, fought over, bribed and sometimes beaten into submission, and many prisoners went back to their families later with an additional burden of guilt and maladjustment.

Today prison officials are much more alert to the danger. The modern one-man cell or well-supervised dormitory discourages attachments, and obvious homosexuals of either the aggressive or passive type are kept locked up by themselves, away from the rest of the prison population. In 1948 Dr. Kinsey reported that the number of inmates engaged in homosexual activity at prisons he had visited varied from no less than 35% to as high as 85%, but today's prison officials, Bennett included, believe that these figures are completely obsolete—if, indeed, they were ever correct.

One of the myths about prisons is that they are full of a strange race of tough, desperate and rather glamorous men—gunmen and bank robbers, international jewel thieves, high-grade swindlers. Actually "big-shot" criminals of this type are in the minority: they make up only about 15% of the federal prison population and less than that

CONTINUED

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This house built for sale.

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BUY A NEW HOUSE

Yesterday's house is almost as obsolete as yesterday's car, but not enough people seem to know it.

Today's good new houses are built much better and tighter than houses were built in "the good old days."

Today's good new houses are better insulated and better oriented, so they are easier to keep cool in summer and cheaper to keep warm in winter. Today's new heating and cooling equipment is much more efficient, so a well-built new house of 1200 sq. ft. can be air conditioned all-year round for less than \$150 a year.

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Today's good new houses are planned for more enjoyment of your land. They are planned for rear-living and privacy, instead of front-living in sight of every passing truck. They are planned for indoor-outdoor living with sliding walls between patio and parlor.

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Today's good new houses have more baths and better plumbing. They have adequate wiring for electrical living. They are much better lighted, day and night. They make use of scores of fine new products and new maintenance-free materials — from aluminum,

asbestos and acrylics to plywood and steel and vinyl. They lend themselves to today's fresher decoration, today's better colors, today's richer textures.

Today's good new houses are more apt to be architect-designed and built by merchant builders who know how to hold down costs. (New house prices have risen less than any other building cost since 1952.)

Today's good new houses, in brief, are much better houses and much better buys. They offer much easier, pleasanter living. And they are much easier to pay for on a long-term, low-down-payment mortgage. (Many builders will now let you trade in your old house to buy a new one, just as you trade in your old car.)

So visit the model houses advertised in your local papers this week and see how much more happiness your family can get for the money if you buy a new house now.

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PRISONS CONTINUED

in state institutions. The rest are what Bennett calls "eight-ball Willy's" who are less enemies of society than mere social misfits. If there is any such thing as a typical prisoner, he is a man who has been in and out of trouble all his life but has never made more than \$50 out of any single crime. He is a petty thief, a man with a weakness for joy riding in stolen cars or a robber with bad judgment who would risk 10 years in prison to get \$10 out of a filling station cash register. He is not very good at his chosen criminal profession. Bennett's friend Donald Clemmer, who runs the prison system for the District of Columbia, has said that any successful average citizen, if he decided to commit a crime, could do a better job of it than did 98% of the men now behind the bars of his institutions.

The toughest men in prison, almost without exception, are the young ones, a fact which makes prison officials look with amusement on the popular concern about keeping young offenders segregated from the "vicious" older ones. Prison officials believe in doing this too, but for a different reason: it is usually the hostile and aggressive young men who curse the guards, fight, break up the furniture and try to escape. The older ones, perhaps because they have more sense, perhaps because their hostility has burned itself out, behave much better.

Often a man, as he ages in prison, changes in a manner that almost surpasses belief. Bennett once had a prisoner who started getting in trouble at 10, was expert at escaping from reform schools by the time he was in his teens and became a notorious bank robber in his 20s.

At the age of 30 he held up a train, knocked off a federal reserve bank shipment of \$55,000, and was eventually shot and captured after a running gun battle with the police. While serving a 25-year term at Leavenworth, he helped engineer a daring escape in which a group of prisoners had revolvers and dynamite smuggled into the penitentiary in a barrel of shoe paste, then kidnaped the warden, shot him and got away after threatening to blow up the prison office. He was recaptured and sent back to serve his original time plus three additional sentences of five years each. Soon he was in trouble again, for fighting and threatening prison officers, and had to be sent to Alcatraz, where the officials had him up time and again on charges of fighting, refusing to work, possessing contraband and trying to send out defamatory letters.

A sudden redemption

THEN suddenly when he was about 35—some Alcatraz officials thought because of visits from his mother, whom he had not seen for years—he turned over a new leaf. Within a short time the Alcatraz psychiatrist was writing, "He comes to the examining room in an entirely different frame of mind, with pleasant manner and smiling countenance; he appears to be cheerful and willing to talk frankly about his previous conduct and shortcomings. He freely admits that he was pretty sour on the world until a year or two ago, when he began to see things in a different light."

With time off for excellent behavior he got out when he was 49, went to work as a bartender and spent the next three years never once being absent or late and working his way up to \$20 a day in pay. Today he runs a successful restaurant and Bennett frequently visits him. Bennett says that there is no more pleasant or gentle host with whom to eat a lunch.

Prison history is full of such cases—men who at one time seemed absolutely irredeemable, yet eventually made good and today maintain a friendly social relationship or correspondence with the jailers they once hated. Many more older criminals would probably go straight were it not that the way of the aging and mellowing offender is so terribly hard. By the time a man has been in and out of prisons until he is 45 or 50, he is often ready to settle down. But by then, especially if his last term has been a long one, his family and his friends have deserted him, he has no place to go, he has no employment record and whatever skills he once possessed are obsolete. Nobody wants to take a chance on him. He often drifts back to prison because that is the only real home he has.

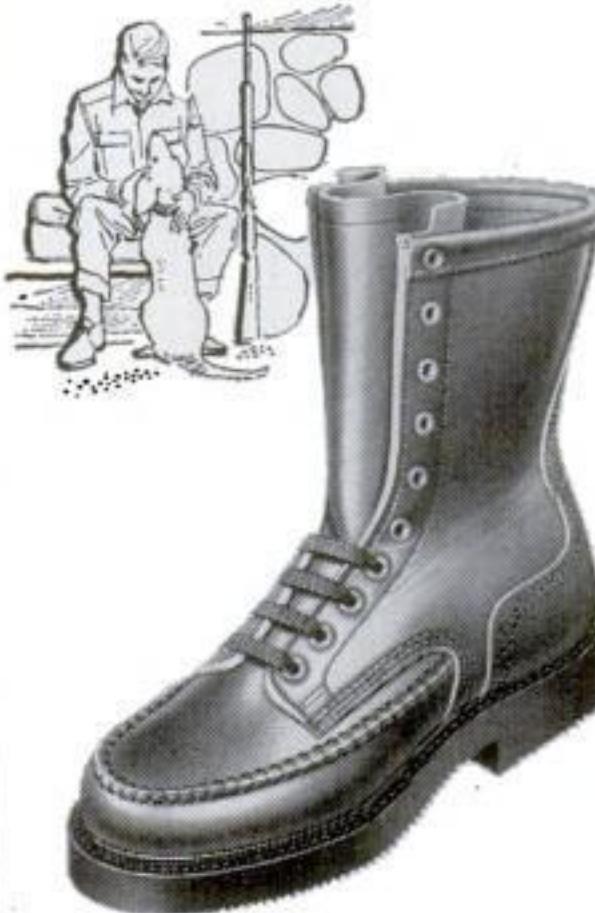
The old prisoner who deserves a chance but will probably never really get it is one of the most unhappy responsibilities that all fair-minded prison officials must bear. Even more unpleasant and at the opposite extreme is the duty of freeing a young man who has done his time but is completely unrepentant, unreformed and ready to raise hell at the first opportunity. Recently Bennett talked to a young man at one of the federal reformatories who was just about to finish

TEXT CONTINUED ON PAGE 112
PICTURE ESSAY ON PAGES 105-111

man-style boots

for man-sized adventure

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triple tanned horsehide
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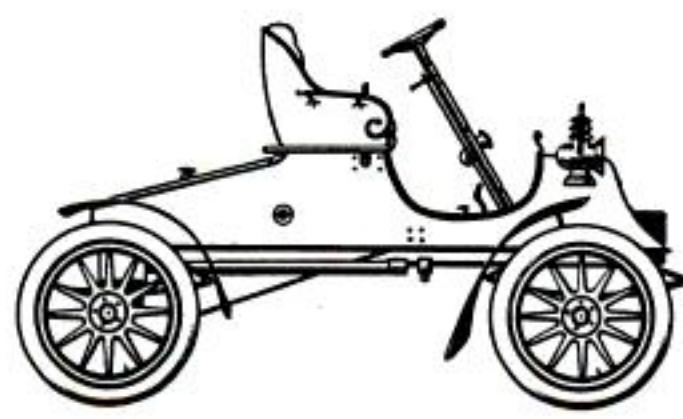
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Guaranteed by
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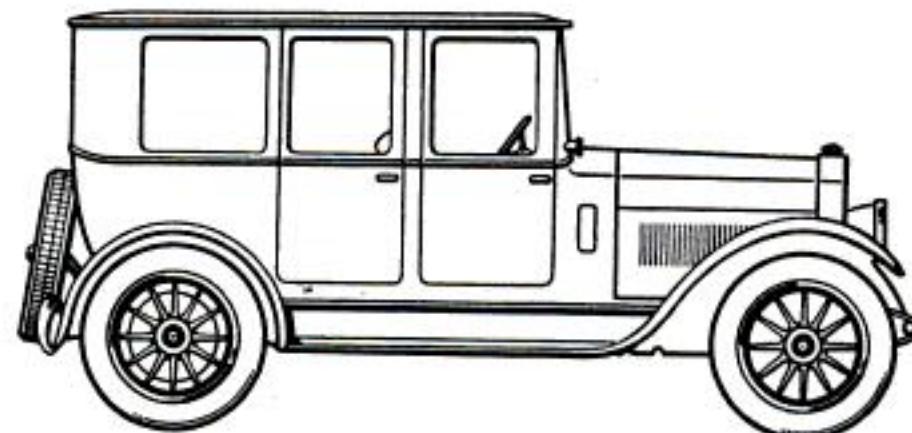


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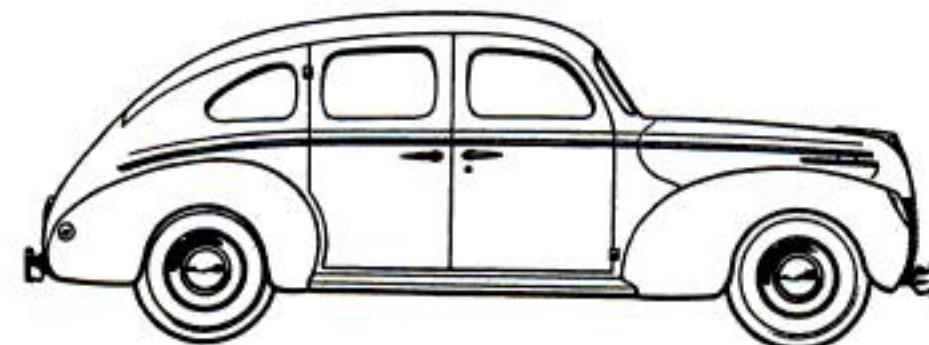
1903 THE FIRST FORD



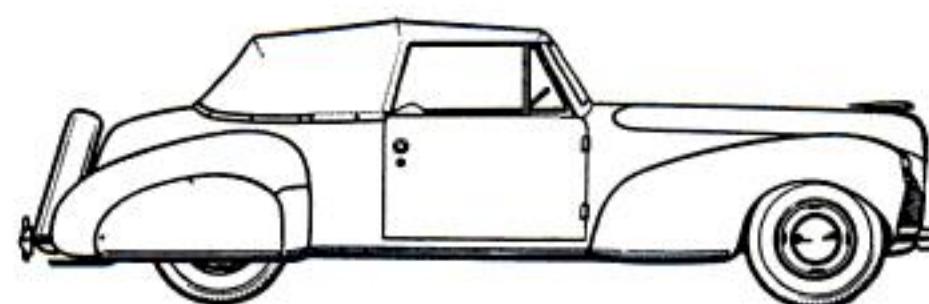
1920 THE FIRST LINCOLN



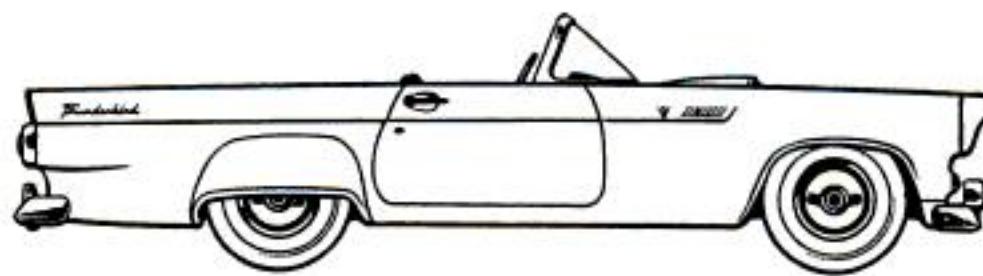
1939 THE FIRST MERCURY



1940 THE FIRST CONTINENTAL



1955 THE FIRST THUNDERBIRD



AND NOW ON THE NEXT PAGES

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THE FIRST

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This is the EDSEL

“The same air of elegance, the same look

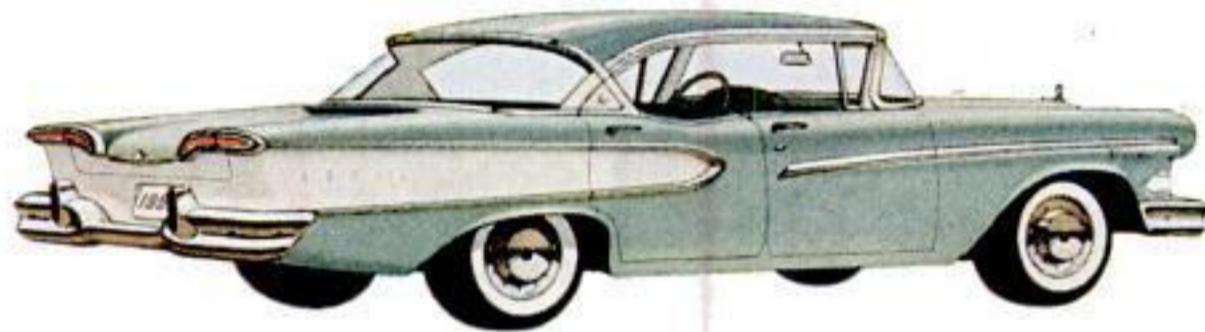
Four-door hardtops



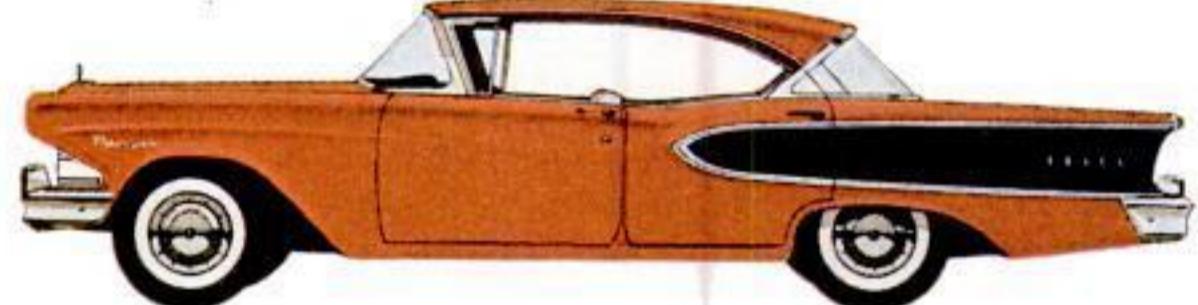
Edsel Citation



Edsel Corsair



Edsel Pacer

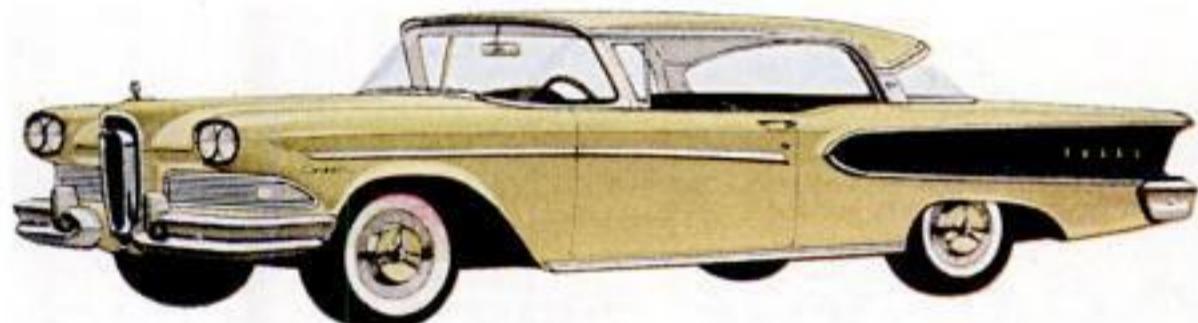


Edsel Ranger

Two-door hardtops



Edsel Citation



Edsel Corsair



Edsel Pacer

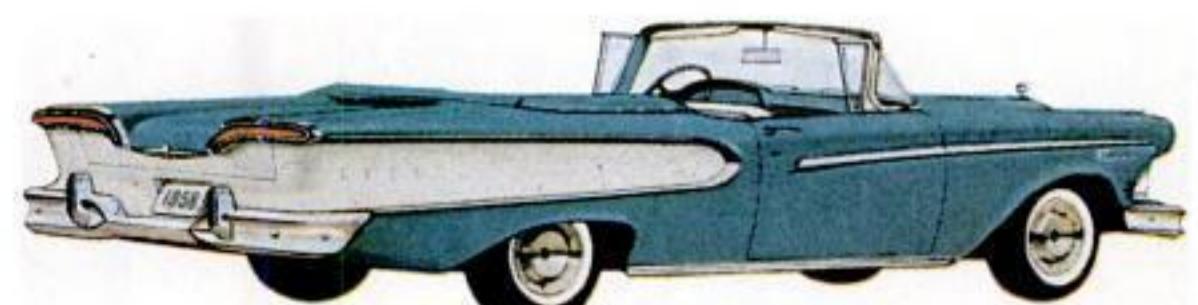


Edsel Ranger

Convertibles



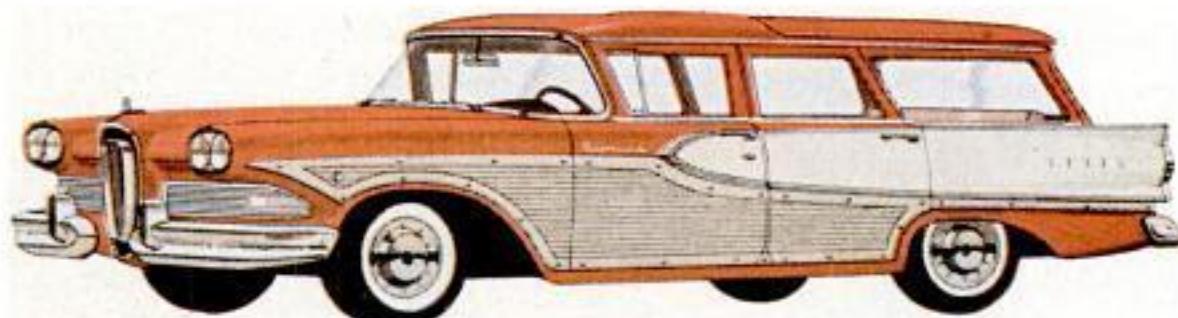
Edsel Citation



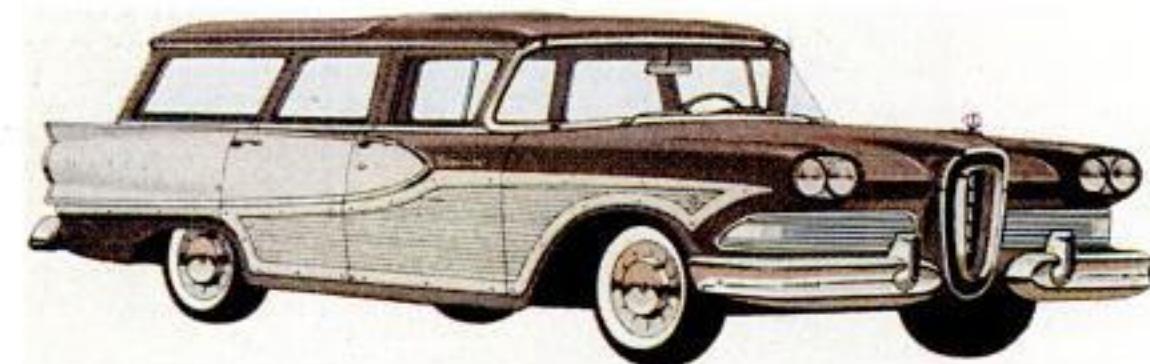
Edsel Pacer

of superb ability, in all its 18 models"

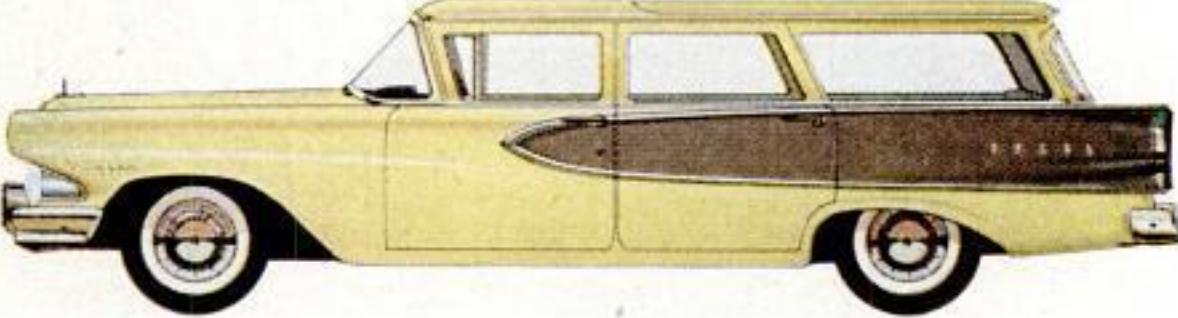
Station wagons



Edsel Bermuda 9-passenger four-door



Edsel Bermuda 6-passenger four-door



Edsel Villager 9-passenger four-door

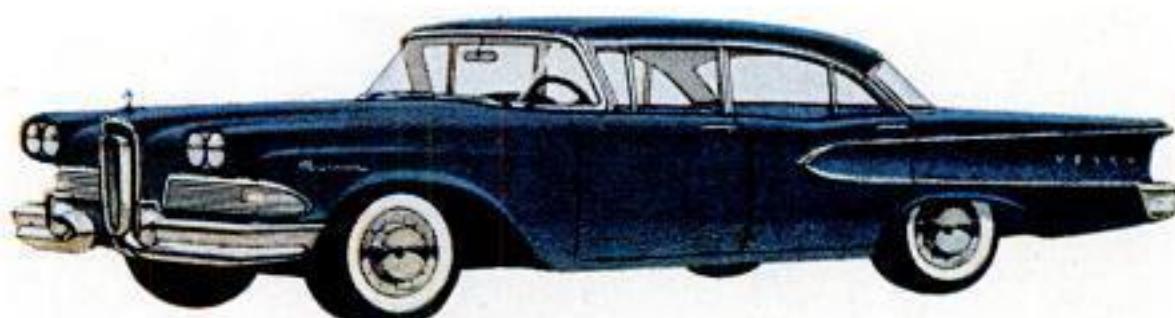


Edsel Villager 6-passenger four-door

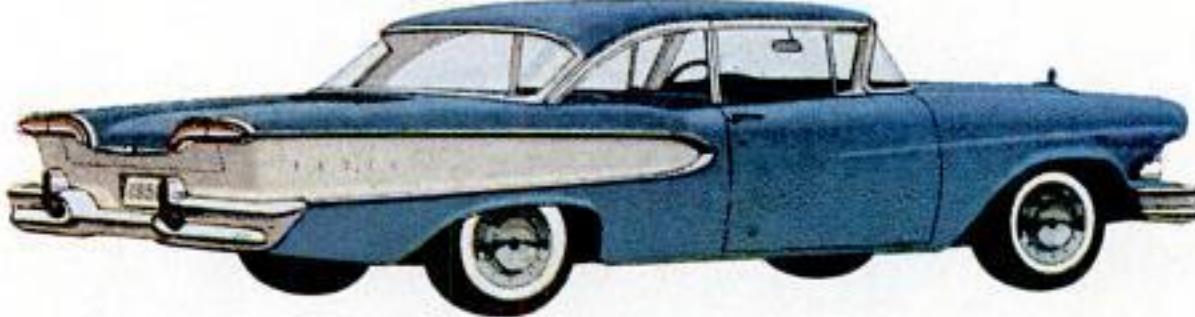


Edsel Roundup 6-passenger two-door

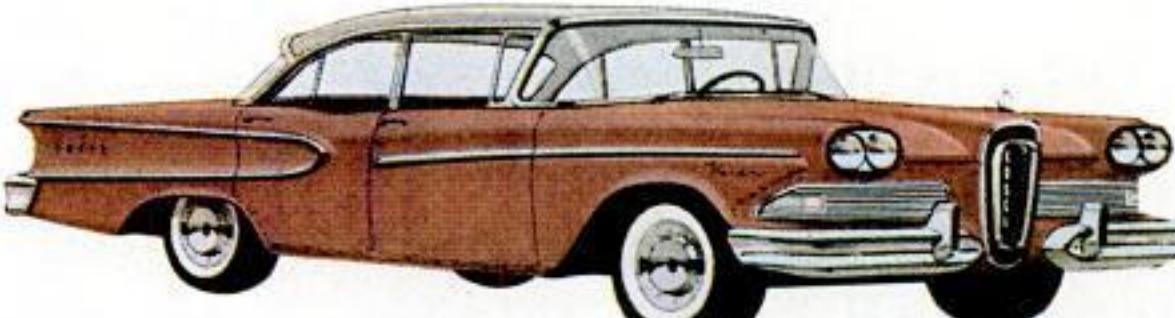
Two- and four-door sedans



Edsel Ranger four-door



Edsel Ranger two-door



Edsel Pacer four-door

In any Edsel, you will have a matchless car. There are many things that make the Edsel different from any other car you have ever driven. What does an Edsel cost? Prices range from just above the lowest to just below the highest. You can afford an Edsel.

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EDSEL

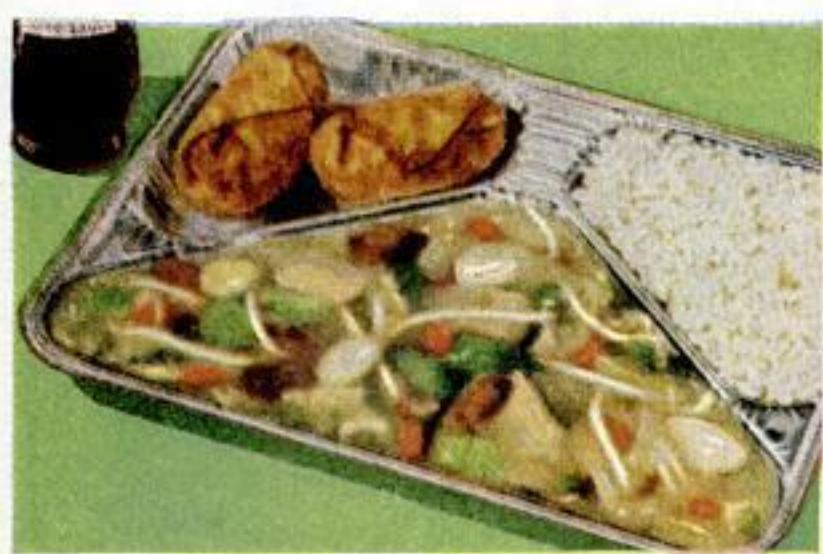
New member of the Ford family of fine cars

EASY SURPRISE MEAL IS ALL ORIENTAL



You fix it at home . . . in minutes! For the appetizer-starter: *Chun King* frozen Egg Rolls. Mustard and sweet sour sauce to go with them. The hearty main dish: *Chun King* Chicken Chow Mein over crisp Fried Noodles . . . to be sprinkled with Soya Sauce. Dessert: canned apricots or almond cakes or both. Serve hot tea throughout the dinner.

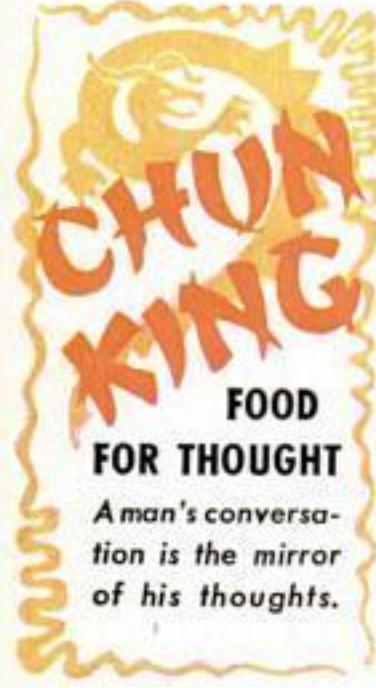
NEWEST TRAY MEAL IS CANTONESE



A newcomer—but already a hit—in heat and eat meals is *Chun King*'s frozen Cantonese-style Dinner. And this one is so delightfully *different!* It gives Shrimp Egg Rolls, Chicken Almond Chop Suey, Oriental rice, ready to serve in individual tray.

Chun King has eight exciting frozen foods. All are cooked, ready to heat. Your grocer has them, or can get them. So try them all:

Egg Foo Young
Chicken Chow Mein
Beef Chop Suey
Cantonese Egg Rolls
Shrimp Chow Mein
Fried Rice
Chicken Chow Mein with Crisp Noodles



Look for this Bazaar at your food store
 It contains *Chun King*'s ready-to-serve foods and many ingredients for making your own American-Oriental dishes.

NOODLES MAKE GOOD NIBBLING

CHUN KING CHOW MEIN NOODLES
 Sprinkle *Chun King* Fried Noodles with seasoned salt and heat in oven. They'll go over big with cocktails or the TV gang, so better fix plenty.



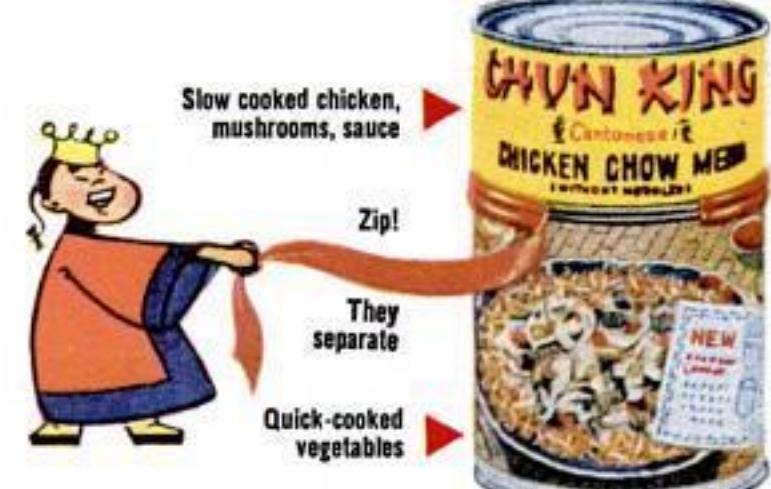
In fine Oriental restaurants—and now at home—you feel the romance of food. The most romantic place in town to eat is where the food is Oriental. And tonight at home you can enjoy foods as delicious as those in fine Cantonese restaurants. Give your family a *Chun King* meal of chow mein or chop suey.

CHUN KING

CHICKEN CHOW MEIN is the main dish

Now right at home—and with very little work—you can treat your family to a complete Oriental meal. An exotic, authentic meal such as you could only have enjoyed in a fine Oriental restaurant not so long ago.

You can do it because some store near you has *Chun King*'s delicious American-Oriental foods. The main dish of our surprise meal, for instance, is both meat and vegetables—*Chun King* Chicken Chow Mein.



Because of *Chun King*'s exclusive Divider-Pak®, the *interesting flavors, contrasting textures and bright colors*, which make Oriental food so distinctive, are *protected* for you. Combine the contents of both cans, heat 15 min. and your Chow Mein is ready.

You can have a choice of *Chicken Chow Mein*, *Mushroom Chow Mein* or *Beef Chop Suey*. *Chun King* has all of them in this exclusive Divider-Pak. Each could be the exciting main dish in this surprise meal. Each would set the same *new mood in food* for your family.

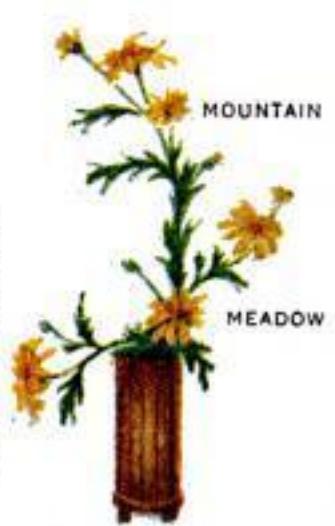
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Flower Arranging an Art in Orient

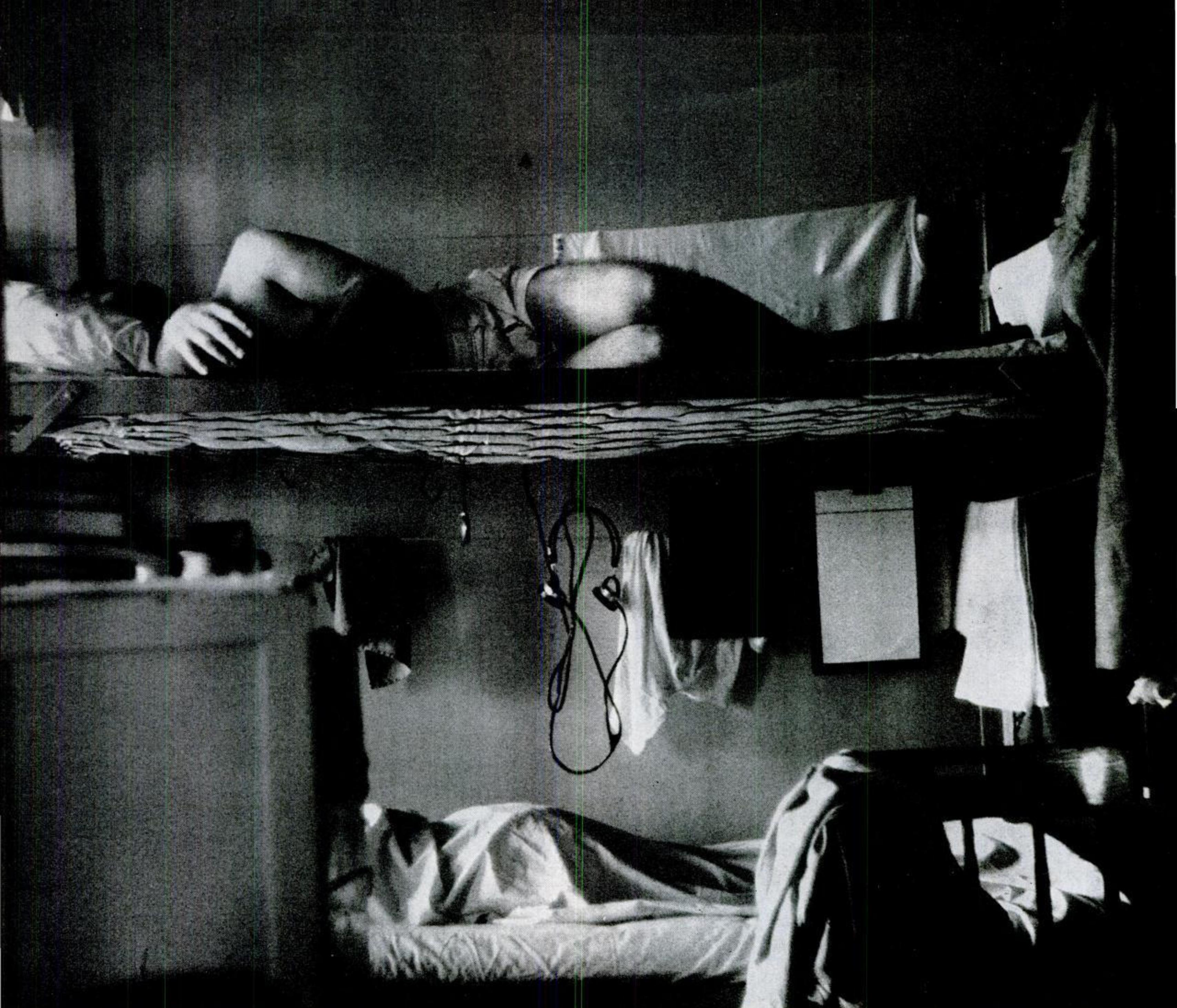
Oriental flower arranging is designed to represent some phase of natural life.

Two factors help form the basis for the art. There's the world-wide art principle of triangular placement of *high*, *medium* and *low structural lines*. And the Oriental philosophy which attaches spiritual significance and natural unity to these lines by naming the high line: *heaven*, the medium: *man*, and the low: *earth*.

These three basic lines may be found in a single flower such as this, or in a simple arrangement.



The secondary lines when added as shown here, are likened to *mountains*, *meadows*, *forests*. They give the same depth, dimension and variety to the arrangements that hills and valleys add to landscapes.



TWO INMATES OF ATLANTA SLEEP IN ONE CORNER OF AN EIGHT-MAN CELL SURROUNDED BY THEIR FEW BELONGINGS, THEIR TOWELS AND RADIO HEADSETS

PRISON FROM WITHIN

An inmate photographs the daily life in Atlanta penitentiary



INMATE BURDETTE #75314

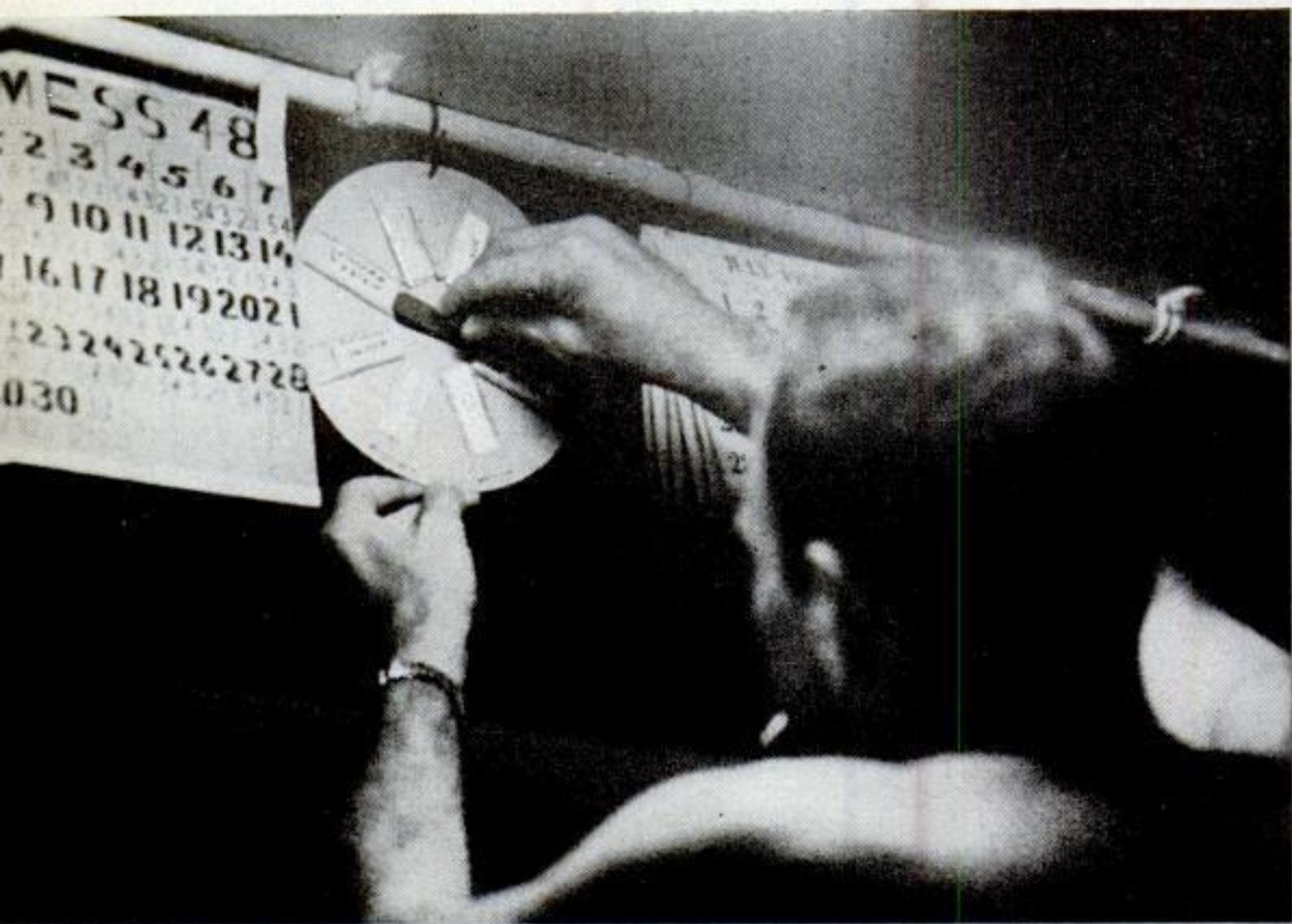
Photographed for LIFE by WINFIELD BURDETTE

In Cell Block A in the early morning the hum of prison life is stilled and here, in the federal penitentiary at Atlanta, Ga., the inmates doze in their steel bunks. This is that happiest moment of a prisoner's day, for the dragging time is passing while he lies asleep. Soon the 6:30 reveille bugle will end the silence. Then the two men shown above, and 2,700 others like them at Atlanta, will start the noisy gray routine of a prison day—a routine that may carry them through months, or decades.

One of Atlanta's inmates on this drab treadmill is Winfield Burdette, Register #75314, currently serving eight years for robbery and

illegal possession of machine guns. To show what this life feels like to a prisoner, Burdette, once a professional photographer, borrowed a camera and, for LIFE's crime series, took the pictures on this and the following six pages.

With the warden's special permission Burdette wandered from cell to cell and job to job, catching the simple pleasures, trying tasks and small indignities that come to mean so much to a man in prison. Considering them, Burdette says, "All of the major material things of life have been taken away from us. Small things that wouldn't concern the man in the street at all become very important in here."



CELL CHARTS keep track of days, meals and chores. Calendar (*left*) tells the cell's eight inmates which shifts their block has in the mess hall. There are five shifts for each meal. Disk with eight names and indicator (*center*) is rotated to show which cell member is responsible for cleaning up the cell that week.



CROWDED CELL which houses eight is scene of varied activities before 10:30 lights-out—card playing, guitar strumming or just kibitzing. Says Burdette, "It's like moving all of your family into the kitchen and staying there all the time." If men cannot get along together they can ask transfer to other cells.



CELL DEBT is paid off as loser of a domino game does 20 push-ups. Inmates also play for work stakes, such as who will scrub the cell or who makes cocoa in the evening. Favorite games are dominoes, poker and especially bridge, if there happen to be four players in the cell. Gambling for money is forbidden.



"**FISH**," the name given new arrivals, carry belongings in paper bags on way to admission building. This is bad moment as they don't know what to expect.



FISH, SHAKEDOWNS

The basic punishment of prison is the total lack of personal freedom. But it is compounded by the endless routine and absence of any privacy, so the small amenities take on outsize importance. The special meals the mess hall serves on holidays and Sundays, the chance for a little extra sleep when a cell is scheduled for late breakfast shift are cherished. The daily irritations, like a noisy roommate and the "shakedown" (below, right), are resented. The few privileges, like the right to get candy and magazines in the commissary, are guarded with care.

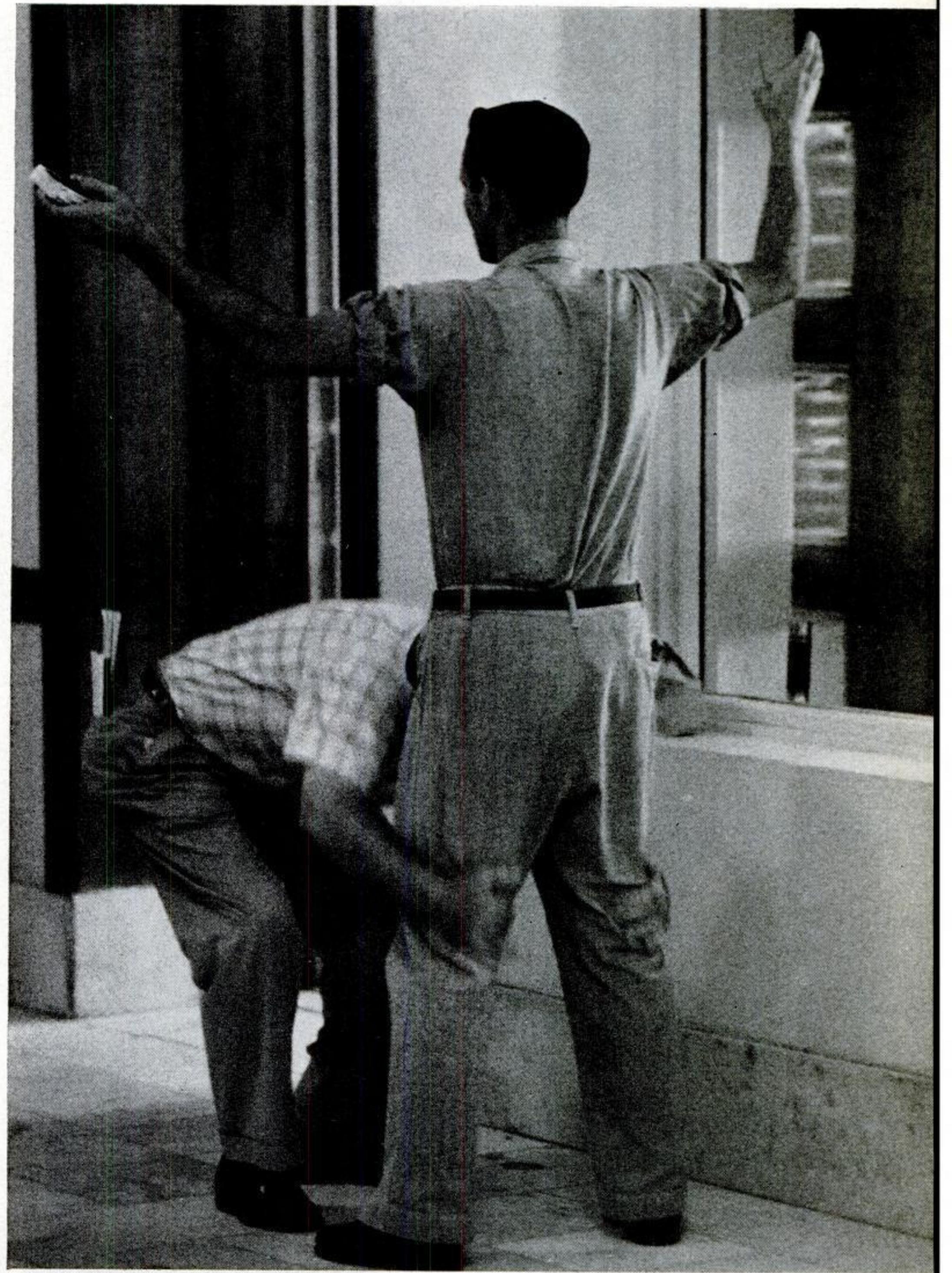
Since there is no money in prison, cigarettes are legal tender. Though trade in them is illegal it is almost impossible to control. An inmate may ask another to shine his shoes for one pack or scrub his cell for two. Each man with commissary privileges may draw three cartons a week.



PRISON CURRENCY is the cigarette. Here inmate rolls cigarettes for another, who has supplied tobacco. Charge for this service is one out of every three cigarettes.



IN MESS HALL (left) inmates finish lunch. Meals, very important to general prison morale, are carefully planned for variety. Here men pass silverware down the table so guard can collect and count it.

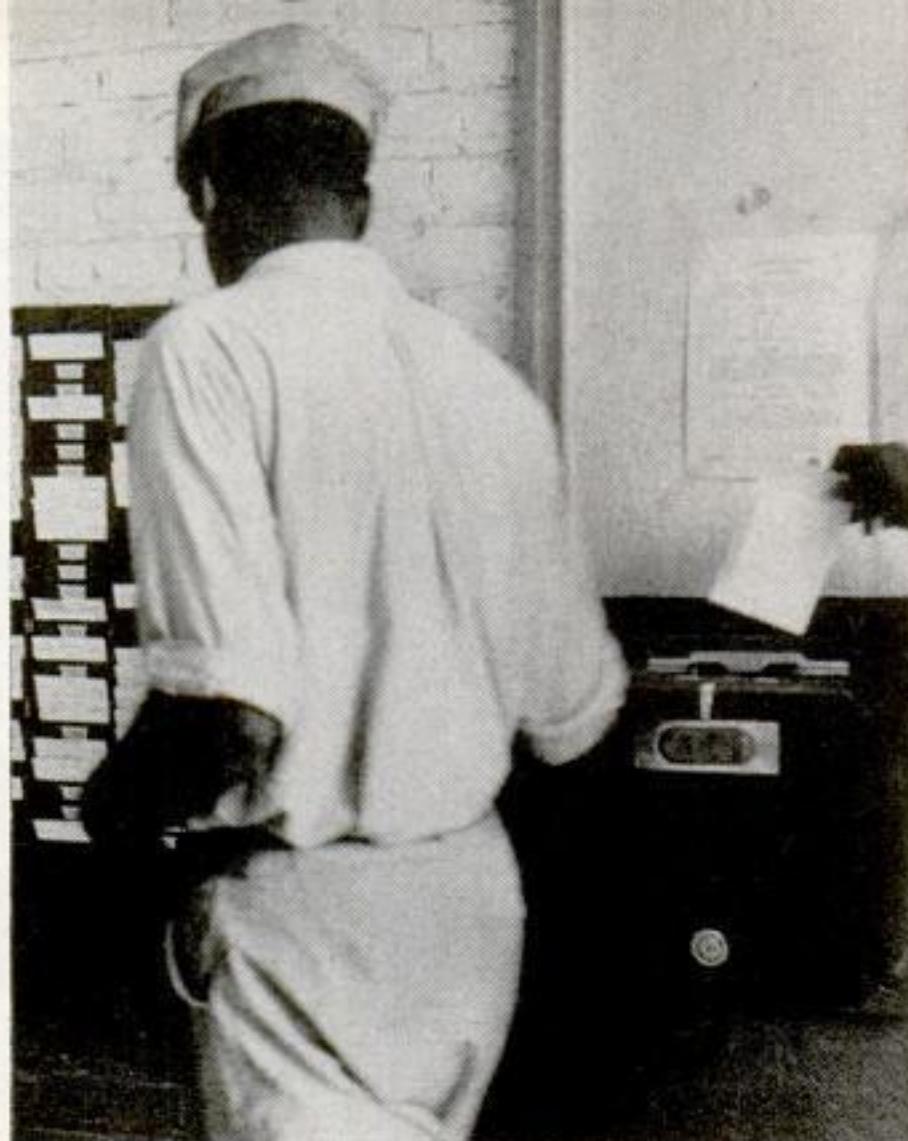


THE "SHAKEDOWN," a quick, deft search by a guard, is considered a bothersome inconvenience by inmates. But they get indifferent, and at guard's signal automatically stop and raise their hands.

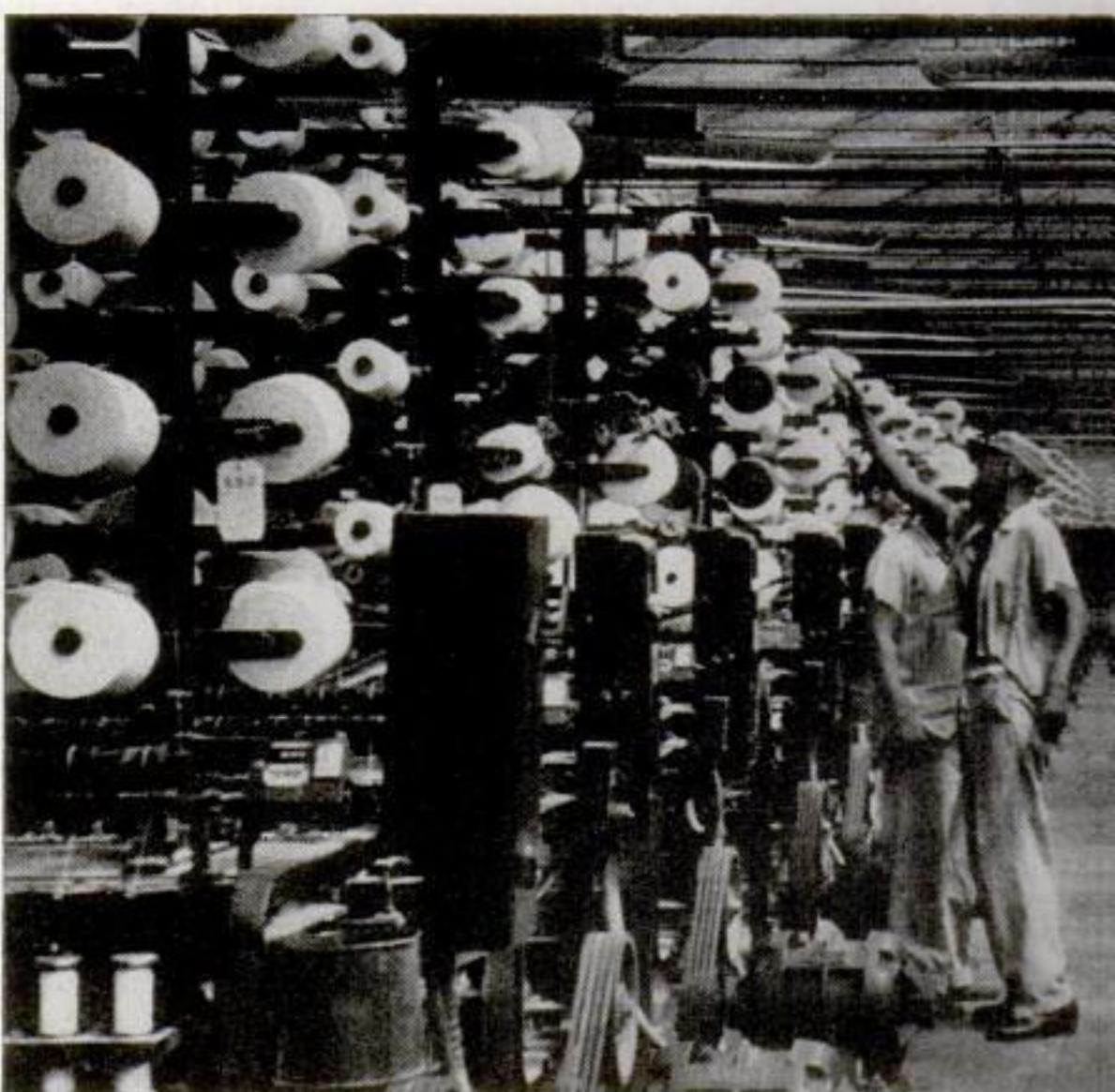
SOME SPORT, MUCH WORK

The average prison day passes in monotony. Eight to 11:30, work—then lunch. Twelve-thirty to 3:50, work—then supper. After that a chance to loaf or play games in the yard, or talk with friends from different cell blocks. Dusk signals a bugle to recall men to blocks, where they are counted and locked in. Then, until lights out at 10:30 it is time to play cards, write letters, listen to the radio or read.

Most days are all the same. Men pass them in the mill or working around the prison and in the fields, or taking vocational training. In face of this, all special events like field days (right) are loudly welcomed as special treats.



PUNCHING IN on a time clock, a prisoner checks into his job at the prison mill. Time clock not only keeps track of the men's mill wages (10-25¢ an hour) but helps keep track of the mill workers.

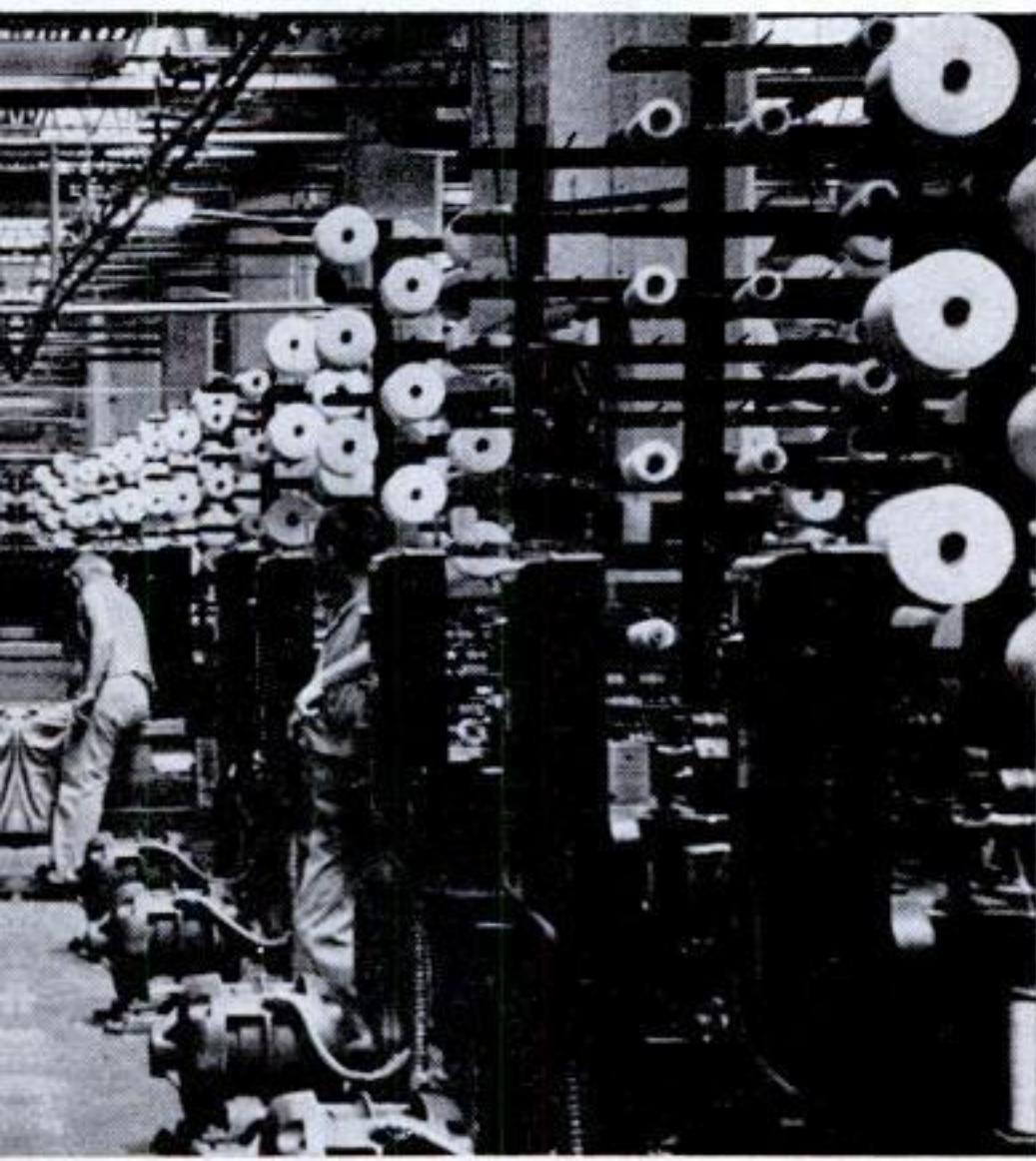


← **HAZARDOUS DUTY**, such as washing cell block's 75-foot-high windows (left), nets an inmate extra time off his sentence. This man is assigned to it as part of his regular job of cell-block handyman.



RUNNING AN EGG RACE, inmates compete in a field day event for cigarette prize. Regular sports include lively baseball series, softball. Tennis squad is excellent but the warden can beat most on it.

OUTSIDE WALLS, inmates return from work on prison farm which raises vegetables for mess hall. Minor offenders and men ending long sentences, they are in minimum custody and lightly guarded.



COMMONEST DUTY of Atlanta inmates is work in the textile mill. Here the mill's spinning shed makes thread for mailbags, belts, tarpaulins and tents for armed services and federal government.





IN "THE HOLE" for refusing to work, a prisoner stands sullen as guard locks him in solitary confinement. Hole has no light other than window, no furniture at all, mattress and blankets at night.



THE PAYOFF: 'GOOD TIME'

The most valuable thing a man can hope to earn in prison is time—"good time" or "copper" which can knock years off his sentence. Good time is granted, taken away and sometimes restored at the warden's discretion, and it can be earned in three common ways. If a man behaves well, he gets "statutory" good time, five to 10 days a month, depending on his sentence. If he works on the honor farm or in prison industries, he can earn "industrial" good time. He gets "meritorious" good time for an exceptional job elsewhere in the prison.

Some men rebel against authority, lose their good time and find themselves stuck in "the hole" (above). Others, who are more adaptable, turn the system to their advantage. Photographer Burdette, for example, started serving an eight-year sentence in 1954. With 360 days of accumulated good time and a clean record, he will be eligible for release in 1960.

ON SICK CALL, inmates wait in rain outside hospital. A few try to enter hospital to escape daily chores. Others enter it as volunteers for medical experiments, which earns them extra "good time."

MAIL OFFICE	53
Maintenance Elem.	14
OFFICER'S MESS	14
OPERATION UNIT	14
WORK	16
WORKS OFFICE	20
PLANTING	25
OFFICER'S HOUSE	25
DOOR RELEASE	25
DOOR RECHARGE	10
DOOR EDN.	20
DOOR OFFICE	35
OPERATION	35
STATION	7
STATION DRAFT	1
DOOR EDN.	7
DOOR PLATE	7
DOOR ROOM	43
DOOR WARDEN	277



ATLANTA'S WARDEN Fred T. Wilkinson talks to prisoner requesting reinstatement of "good time" lost for fighting. Wilkinson, a career man who began as guard, is regarded as strict but very fair.

READY FOR RELEASE IN DAY OR TWO, MAN



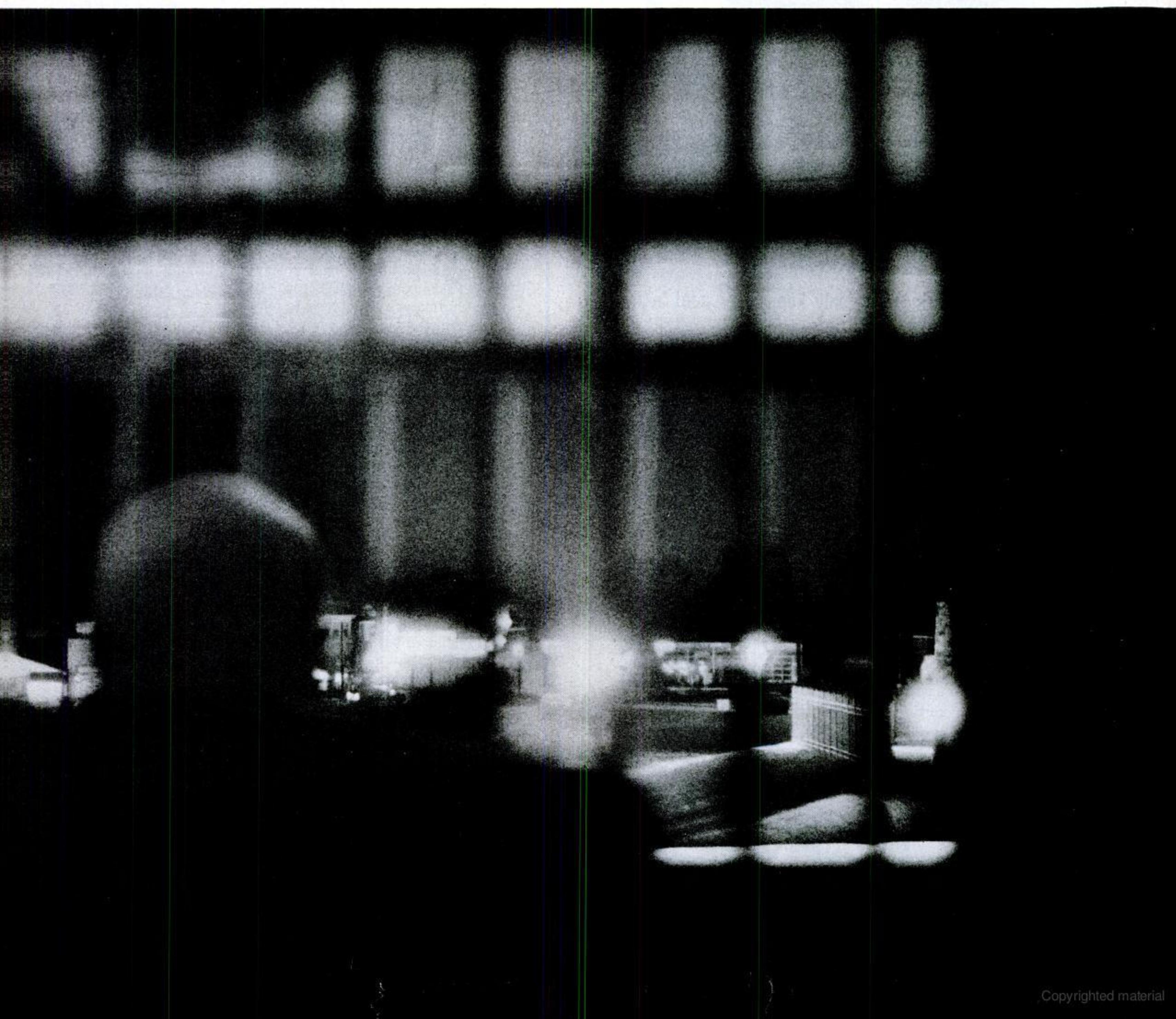


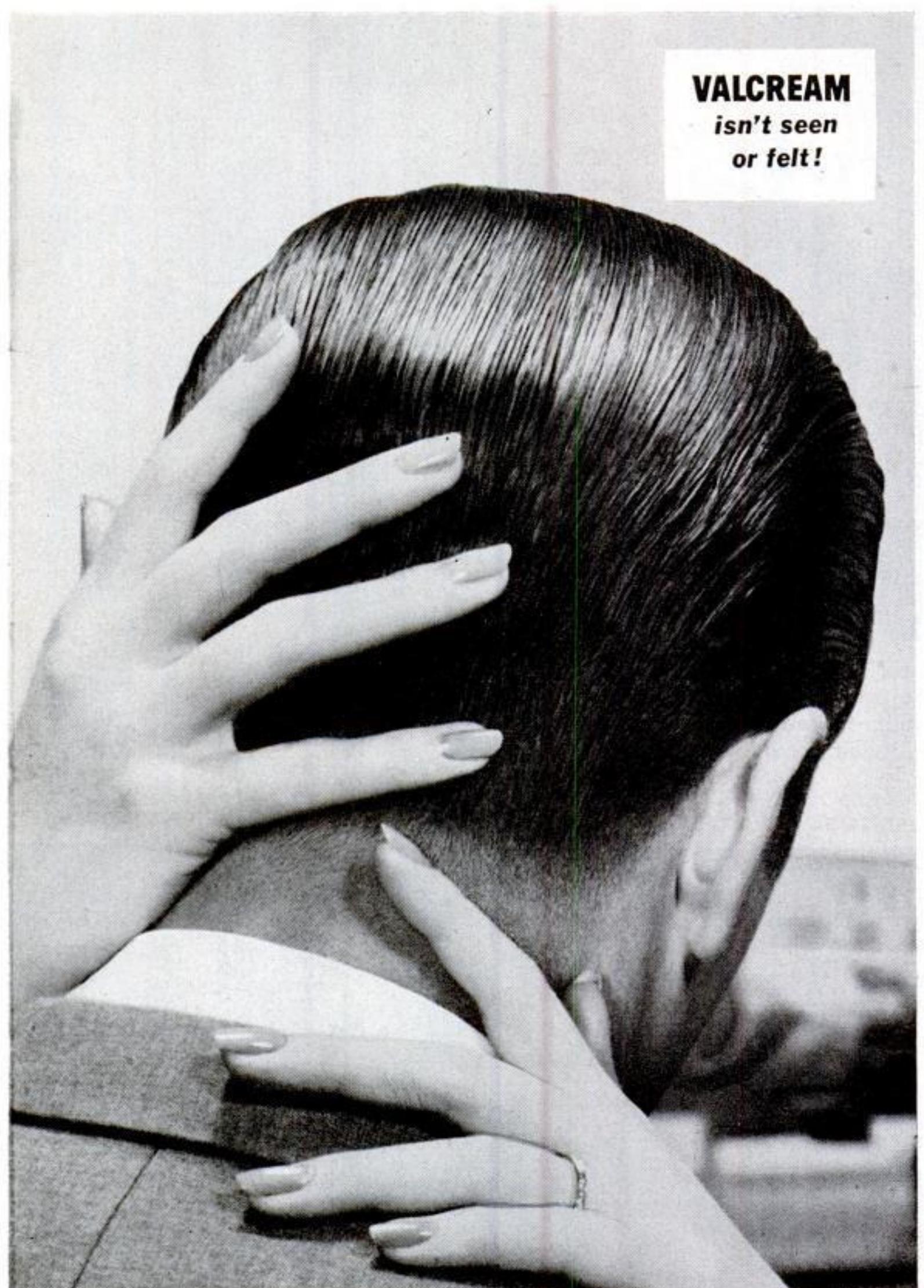
FINAL SEARCH for contraband such as money, notes or narcotics is given man transferring to another prison. Search is extremely thorough. Men are stripped, examined from toes to dental plates.



LEAVING ATLANTA for another prison, men are shackled in pairs. They travel by bus during day, sleep in federal institutions. Transfers are usually to move men closer to their homes and families.

IN PRERELEASE CELL STARES ANXIOUSLY AT ATLANTA STREETS. HE KNOWS, AS BURDETTE SAYS, THAT FOR A PRISONER "LIFE ON THE OUTSIDE CAN BE PRETTY ROUGH"





VALCREAM
isn't seen
or felt!

This hair cream for men not only keeps hair neat 'n' natural

New! **VALCREAM** grooms without showing

Changes form on application... greaseless
... enriches hair's natural oils. This new Valcream keeps your hair at its very best all day, and yet isn't seen or felt! This new grooming discovery changes form on application, never leaves a white film. Valcream actually enriches hair's natural oils. It's not greasy, or oily, or drying—contains no alcohol. Get new Valcream!



Another fine product of Chesebrough-Pond's Inc.



WRECKED BY INMATES, Rahway, N.J. state prison looked like this after 1952 riot. Claiming they were treated roughly, as in many such riots, prisoners holed up, held guards hostages. They gave up after five days.

TEXT CONTINUED FROM PAGE 100

his term. The young man, tough and hostile, a constant brawler, an aggressive homosexual of whom all the other inmates were afraid, had to be kept in a maximum security cell. Even there he once went into a tantrum and made so much noise by banging his cup against the bars that guards had to go in to subdue him. He welcomed the opportunity to fight and it took six men to handle him. Everybody who knew him, prison officials and inmates alike, was convinced that he would soon kill somebody and wind up in the electric chair. As Bennett talked to him, it was obvious that he had no intention of looking for a job and no intention of going straight but was simply spoiling for a fight to get even with society. Yet within a matter of weeks the warden of the reformatory would have to release him.

Although practically every state does permit time off for good behavior, prison officials wish that they had more voice in helping fix the length of time any inmate must stay in prison. At present this is determined by the various state and federal criminal statutes and the philosophies of individual judges—which, as was noted last week, result in many disparities—and by probation and parole practices, which also vary widely from place to place and time to time.

When a person convicted of a crime is put on probation he does not have to go to prison at all if he behaves himself during a period when he must report all his activities to a probation officer. Probation is a function solely of the courts. Some judges believe in it so strongly that they grant it to practically all minor or first-time offenders. Other judges refuse to grant it at all.

Parole is a method of releasing a convict under supervision before he has served all his term. Parolees must obey a strict set of rules, such as avoiding bad companions and the use of alcohol, and must report regularly to a parole officer for counseling as well as for surveillance. If they violate any of the rules or commit another crime, the parole board has the authority to return them to the penitentiary to serve the rest of their term. In the federal system, parole is granted by a board appointed by the President, and in various states it is administered either by the governor or by an independent parole board appointed by the governor. The laws governing eligibility for parole vary widely, and so do the attitudes of the people administering them.

Some criminologists estimate that about two out of every three persons convicted of a crime could safely be placed on probation in a well-run system with good supervision and that this could be done at an annual expense of about \$200 per person instead of the \$1,500 that it costs to keep a man in a good prison. It is generally accepted among prison administrators and penologists that anywhere from one quarter to one half of all the men in prison today could safely be released on parole and that their chances of going straight would in fact be improved by releasing them at the psychologically correct moment rather than keeping them confined. Donald Clemmer has



Agreed! No whiskey anywhere is more deluxe
than Walker's DeLuxe

Straight bourbon, of course—7 years smooth—elegant in taste



STRAIGHT BOURBON WHISKEY • 7 YEARS OLD • 86 PROOF • HIRAM WALKER & SONS INC., PEORIA, ILL.

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To say the things you want to say and in a great big way!

There's a colorful 12-inch Norcross QUEEN-Size Card for every occasion! You'll find just the *right* message—for birthdays, anniversaries, congratulations, get well.

See the many new and different QUEEN-Size cards now being featured in their own special racks at your Norcross dealers' . . . the better greeting card shops and department stores everywhere. Such a big and queenly buy...for 50¢.

N
NORCROSS
GREETING CARDS
Say the things you want to say

written in his book, *The Prison Community*, a pathetic little account of what happens when two new inmates (in prison slang, "fish") arrive at a penitentiary and occupy the same cell the first night: "There will be vows and pledges as to the lawfulness of their future conduct. They will make plans concerning their good behavior while in prison. A mutual sympathy will develop, and probably never would they be better risks for parole than after the first night in prison and before the penal 'culture' has had a chance to engulf them."

Unfortunately no prisoner would ever be released so quickly. Both probation and parole have had a very bad press and have been under constant attack as modern forms of coddling the criminal. It is inevitable that some of the people who are on probation or parole will slip. But it always sounds bad when the newspapers report that John Doe, "a paroled convict," committed an assault or burglary, and thus parole has received an undeservedly bad name. Some governors and parole boards shudder to grant it at all. Conversely, some governors and boards have perverted parole by granting it as a political favor or by using it as a spillway to relieve their overcrowded prisons. The whole picture is further complicated by the fact that a prisoner who seems like a good candidate for parole may be on the wanted list elsewhere. Bennett has had numerous cases of prisoners who he was sure were ready to go straight if released, whose rehabilitation seemed complete, yet who still faced a 10-year sentence for some ancient crime committed in a state which continued to demand its pound of flesh.

Running a prison system is a heartbreak job. Bennett has been campaigning for years against the disparity of our laws and the inconsistent attitudes of our judges. He has done his best to fight for more humane prisons and jails everywhere. His current crusade is for sufficient money for new buildings to end the overcrowding in state and federal prisons. To a great extent he has succeeded. Yet he is still haunted by the thought of all the men who languish behind his bars when in his opinion they could well be free. He is also haunted by the thought of the future victims of the men he must set free when he knows they are still spoiling for trouble.

He takes pride, as he should, in his classification system and his prison schools, his recreation programs and the enlightened personnel he has brought into the federal system. Yet there is always the question, if one cares to probe deep enough, as to whether these things really do any good. The nature of the criminal personality, as will be seen in next week's article, is a complicated mystery. Many criminologists feel that the prison is the worst possible place to try to change it, that in fact no criminals are rehabilitated during imprisonment except those who need never have gone there in the first place and would not be there if we had an adequate probation system. Certainly it is true that all too many men come back, time after time, dashing all the finest hopes of the authorities.

Bennett knows, and so do all competent penologists, that prison is an evil place. It is doubtless necessary to society, but it is evil nonetheless. When Bennett visits the Atlanta penitentiary he is always impressed by the paths worn into its corridors. These floors are made of Georgia granite, but they have been deeply eroded by the unhappy footsteps of generation after generation of lost souls. Bennett runs his prisons as best he can and hopes for the best, but he knows that the feet will keep marching. The prison has not solved the crime problem. It merely stands as a sorry monument to mankind's frailty. The conscientious prisonkeeper can only hope that future generations, armed with more scientific knowledge of what makes men commit crime and how criminals can be redeemed, will invent something better.

IN NEXT WEEK'S ISSUE: WHAT MAKES MEN GO WRONG

Often the motive for a crime is clear—vengeance, hate or greed. But just as often crime stems unrecognized from something deep in the criminal's past. In Part V of this series LIFE examines the deep, dark roots of many criminal acts . . . the forces that drive a man, in spite of himself, to violence . . . the plight of sex offenders, and whether they are to be pitied, or feared . . . the ignorance and callousness of teachers and parents that can turn a normal child into a delinquent . . . the uses of psychiatry in dealing with crime . . . and the need for making the punishment fit not only the crime but the criminal as well.

The NEW Thomas Chord Organ

more chords...

more keyboard...

more musical effects...

easiest of all to play!

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The new Thomas Chord Organ is so easy to play that most people play it the first evening. Yet the Thomas Chord Organ creates more music because it has more chords, and a longer keyboard than an ordinary chord organ. You get more musical effects, too. Because the Thomas Dial-A-Tone controls are fully variable for all keyboard instrumental voices—providing an infinite variety of musical combinations.

Compare the Thomas Chord Organ with any other. By far the lowest priced chord organ on the market, yet it provides rich, melodious chords at the touch of one finger. There are no complicated tabs or knee kicker. You can play music tonight if you see your Thomas dealer today! Only \$795.00 (bench extra). Slightly higher in Canada.

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Yes, please send me free record of Thomas Chord Organ music.

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A Timely Warning

Danger signals are flying. Health authorities everywhere are girding for battle against an expected epidemic of Asian influenza, popularly known as "Asiatic flu." This new type of flu originated in the Far East and is traveling around the world at alarming speed. As a rule, flu epidemics flare up in cold weather but many thousands of cases have already been reported in this country.

How can you help fight the flu? What is the best "medicine" to employ? Well, the best medicine for any communicable disease like flu or colds is *preventive* medicine. The U.S. Public Health Service has taken prompt steps to have an "Asiatic flu" vaccine produced.* When the vaccine becomes available to your physician, by all means consult him about an inoculation.

Meanwhile, remember these vital "do's" and "don'ts."

First, the don'ts: Don't get overtired. Don't overeat. Try to avoid contact with everyone who has "Asiatic flu" symptoms. These symptoms may include coughing, sneezing, sudden fever, headache, a "grippe-y" feeling all over and a scratchy, sore throat.

Now, the do's: Do get ample sleep and eat sensibly. Do drink plenty of water and wash your hands frequently. Keep regular. *Lastly and extremely important, remember that all respiratory disease germs have a common gateway into the body—through your mouth*

and nose into the vulnerable throat. It is in the warm, moist "climate" of your throat that germs lodge and multiply so rapidly.

Do you know how you can help protect yourself against these dangerous invaders? Do you know that you can bathe your throat and germ-catching tonsils by a deep gargle with a harmless home remedy? The remedy is Listerine. If Listerine is harmless to the delicate membranes of the mouth and throat, how can it protect you against respiratory disease germs? Well, strange as it may seem, while Listerine is kind to human tissues, it is extremely deadly to germs of all kinds.

You may wonder how this can all be true. But it IS true—scientific tests in any laboratory will prove that Listerine Antiseptic kills germs and viruses on contact by the millions in a few seconds of time. And carefully-controlled tests by physicians have shown that those who gargled twice daily with Listerine had far fewer respiratory infections than those who did not.

Get the habit of gargling Listerine at least as often as you brush your teeth . . . strike at throat infections *before the germs get a foothold.* *Lambert Pharmacal Company Division, St. Louis, Missouri.*

P.S. Reports have just been received from the bacteriological laboratories of a leading medical school that Listerine Antiseptic proves deadly to the new "Asiatic flu" virus on contact . . . just as it kills all known strains of bacteria found in the mouth.

*If you'd like to have a copy of the U.S. Public Health Service bulletin: "Influenza—Its Cause, Precautions and Treatment", mail your request to Lambert Pharmacal Company Division, St. Louis, Missouri. This official bulletin will be sent to you without cost.

CLOSE-UP

Busy days for IBM's Tom Watson

THOMAS J. WATSON JR. inherited one of the most famous names and jobs in American business. His father founded International Business Machines Corporation and made it one of the world's best-known firms. Tom Jr. took his first tour of an IBM plant at 5, accompanied his father on a European IBM tour at 9, and at 12 addressed an IBM convention. Following his father, he became a top-notch salesman and then a hard-driving executive. "A few hours with Tom," says an IBM plant manager, "is a full day's work." Just before Thomas Sr. died last year, Tom Jr., 43, became IBM's chief executive officer and now heads its expansion into new realms, including robot electronic brains and various devices that will aid the U.S. defense program.

Like his father, Tom Jr. devotes a lot of energy to his family. "Dad did much more to back up his children than the average parent," he says. "He never tried to dictate to us and he was always turning up when we had school, personal or business problems. The longer I'm a parent myself the more I admire his way as a parent."

No matter where he is on his far-flung company's business, Tom Jr. heads for home at the end of the working week. There he and his wife Olive play with their six children in and around the 15-room brick house at Greenwich, Conn. They sail, ski, play tennis, visit museums and take trips. "If you can do things with your kids," he says, "you get to understand them better—and know when you're needed."



Two Toms practice shooting in yard, Tom Jr. standing by Tom III, 13, only son and eldest of his six children.

"Raising a family is an art, not a science. But I know the only thing that really prepares anyone is experience."



SCOLDING colleagues about product delays, Watson shakes his finger at a meeting in IBM's Poughkeepsie plant.

"There's a constant buffing between company heads and the man who has to face the immediate problem."



MIDGET CAR, a Messerschmitt, is used at home. Daughters are Susan, 5 (front), Cindy, 8, Olive, 9, and Jeannette, 11.

“My brother and I both have little foreign cars. The whole neighborhood watches us when we race each other backwards. It's very much like an airplane with a bucket seat.”



CYCLING with his wife Olive and Susan, Mr. Watson rides in Greenwich. He married his wife, a model, in 1941.

“We concentrate on the sports we can all do together. Bicycling is a wonderful conditioner for the skiing we do in winter. My wife is the person who really makes the family click.”



LOCKERS, each with child's name, are in passageway of house. With their father are Jeannette (foreground), Olive and Cindy. The Watsons row on a small lake they share with neighbors, have a cargo net for climbing between trees, and added a tennis court to the grounds on which they all take lessons.

“I'm particularly proud of this storage arrangement. When the kids got older and started to do for themselves, their rubbers and other gear started to pile up. I said, 'We gotta find some place to stable the kids' belongings.' Now they stow all of it away here, and we don't care how bad it looks.”



100 Years of Leadership

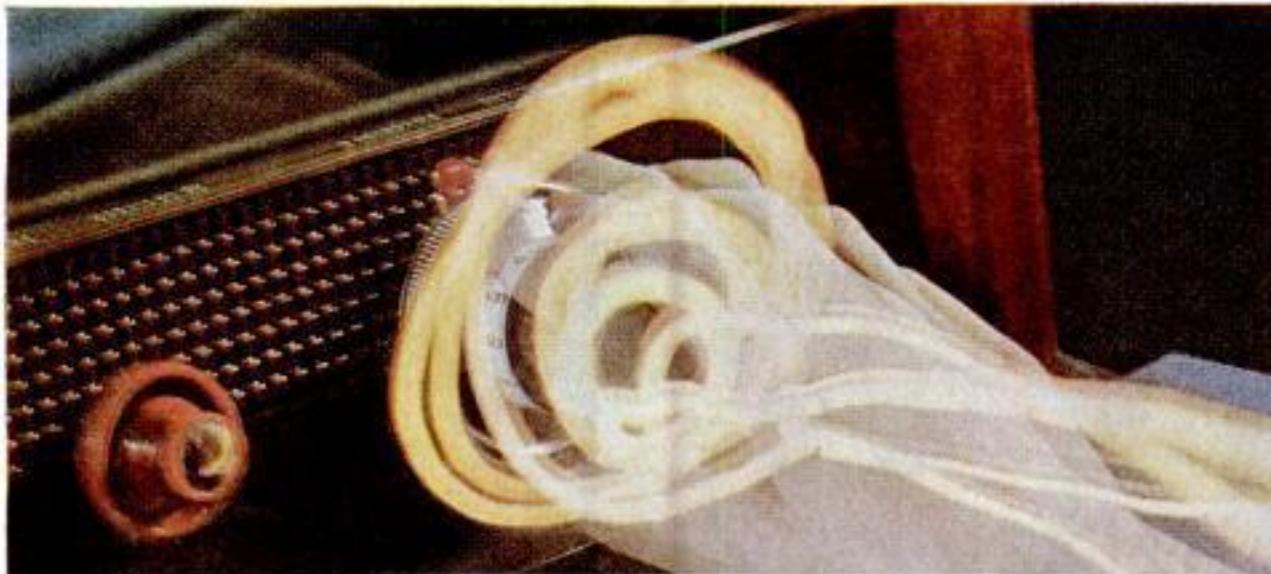
You can taste 100 years of distilling artistry in every golden drop of SEAGRAM'S, the world's leading GOLDEN GIN

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Stop fiddling with fine tuning now General Electric brings you Electronic Self-Tuner



Stop fiddling with fine tuning...

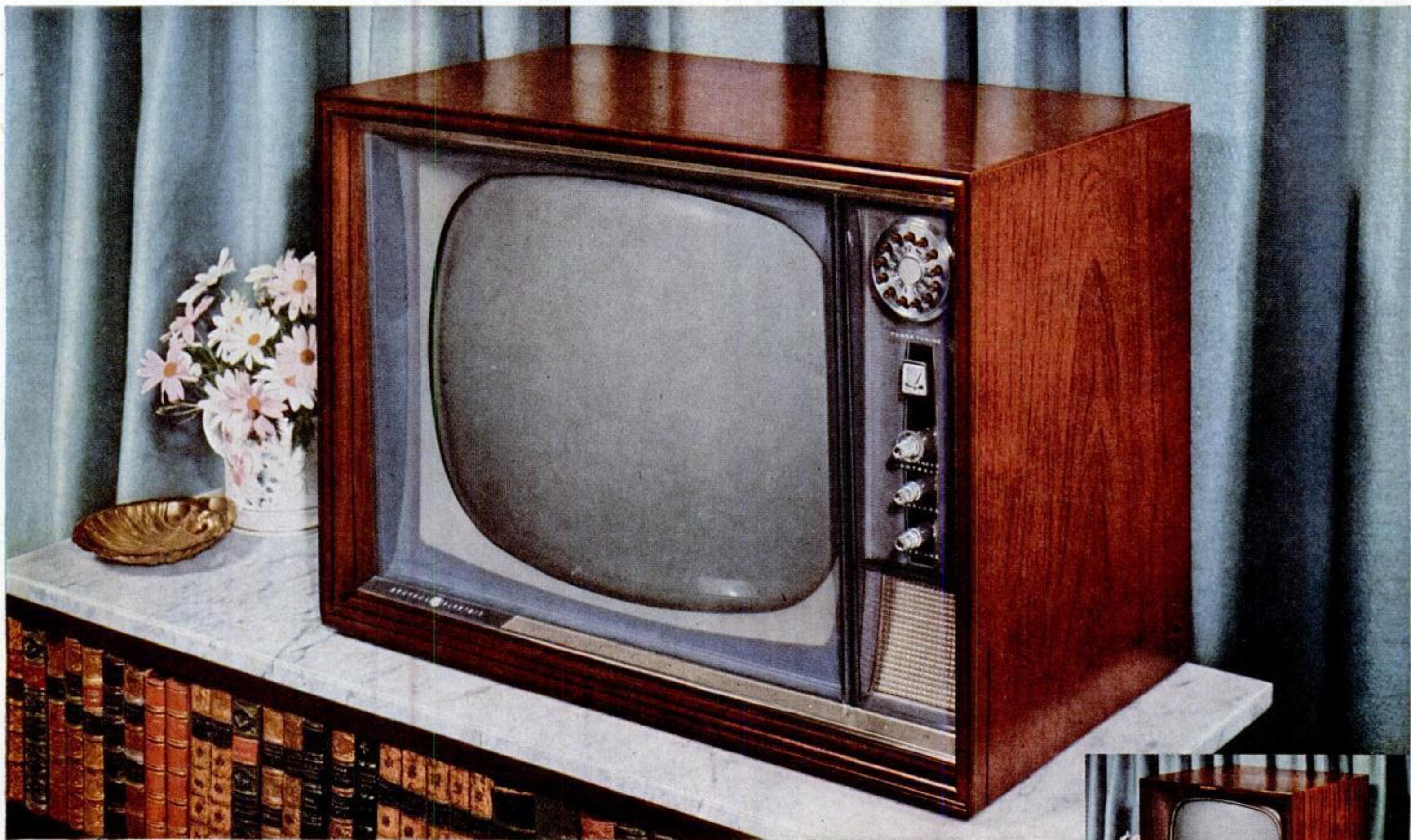
You just touch a button and the next channel comes on with a sharp-tuned picture and sound the way you like it. It's automatic—for you pre-tune each channel individually the day you get your set.



just push one button for a pre-tuned picture.

After that you hardly ever have to touch the fine tuning. Now, remote control is truly practical. And most General Electric consoles include remote control—at no extra cost.

Model 21T1543—262 square inches of viewable area. Mahogany or white oak finish on pressed wood. Lighted channel number.



New General Electric 110° tube cuts 6 inches off cabinet depth for a new Slim Silhouette

Awkward, jutting television sets are a thing of the past. Thanks to the new 110° picture tube, General Electric's new cabinets are at least 6 inches shallower than older sets.

Only 15 inches deep, they're so lovely, William Pahlmann—foremost decorator—was inspired to design settings for them.

Here you see how the Slim Silhouette table

model fits atop an ordinary bookcase—how its attractive, jewel-toned control panel adds to the décor. Doubtless you can think of other arrangements for this set or one of the gracefully designed consoles.

See the full line—your General Electric dealer has it now. General Electric Co., Television Receiver Dept., Syracuse, New York.

Progress Is Our Most Important Product

GENERAL  **ELECTRIC**

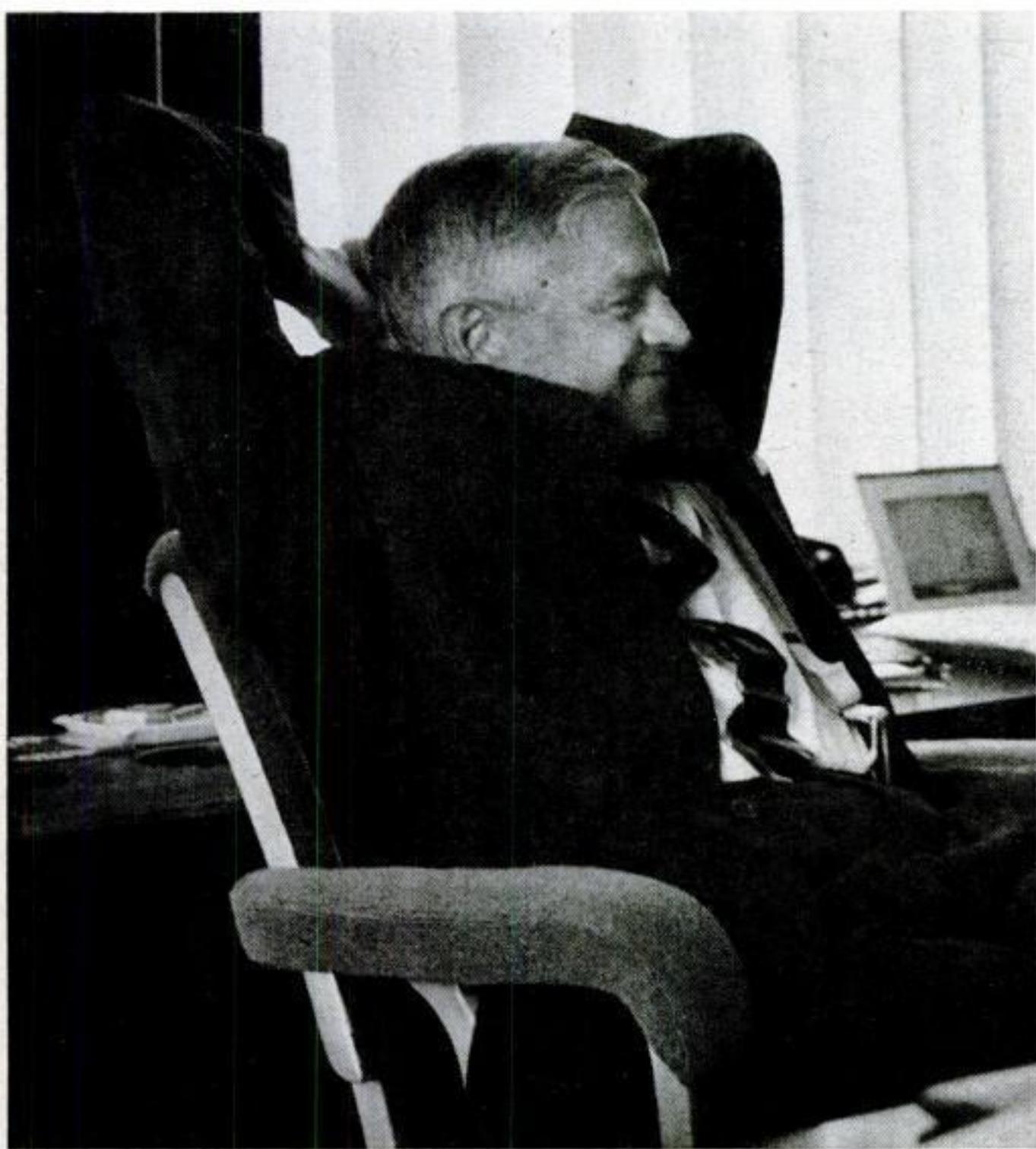
Retail prices will include Federal excise tax, one-year warranty on picture tube, 90 days on parts. UHF at small additional cost. Prices subject to change without notice.





PILOT Watson, at the controls of a company DC-3, often flies himself on visits to IBM plants. He also charters planes to rush home for weekends with his family.

“Airplanes have always fascinated me. I learned to fly secretly when I was 19. I bought my first plane in college and flew more than 2,000 hours in military aircraft during the war. My greatest adventure, in war or peace, was six months as a transport pilot in Russia in 1942.”



PRESIDENT Watson, in his Manhattan office, now chief executive officer in full control of his huge corporation, looks optimistically at his future.

“It was a memorable moment when Dad told me I'd be president. It is not fully proved that I'll be a success. But I intend to prove it. I felt awfully taut the first four or five months after Dad died. But I've never been more relaxed than I am now. I don't like to be taut.”

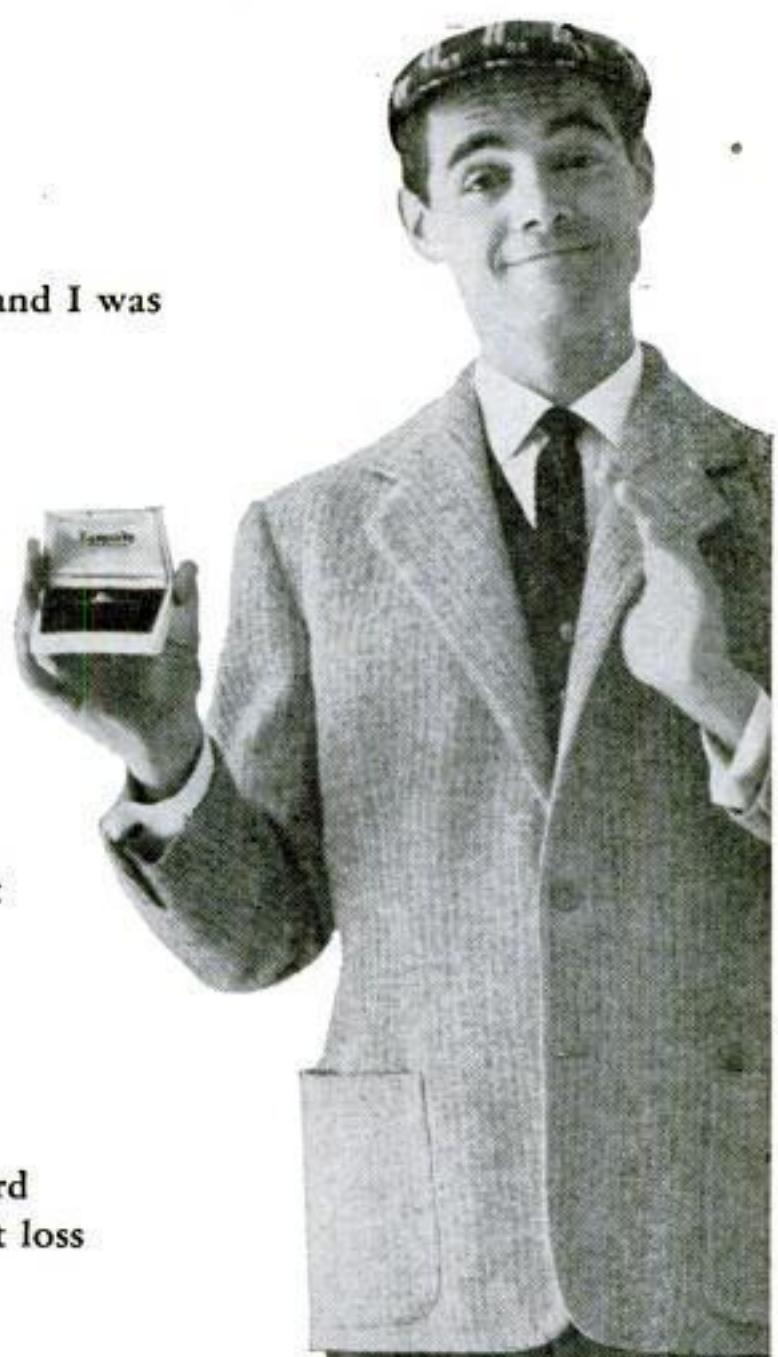
“How I solved the great diamond mystery.”

It was a once-in-a-lifetime case . . . and I was completely in the dark. One diamond ring looked the same as the next, but the price tags didn't.

Then this jeweler slipped me the big clue that wrapped up the case - *quality*, the one important difference in diamonds. He showed me how quality is judged by a diamond's color, cut and clarity. But I guess I still looked confused, so he showed me the easy way. Just look for the name "Keepsake" in the engagement ring and you're sure of a *perfect* center diamond, whether the price tag says \$100 or \$1,000.

The clincher was the Guarantee Certificate that puts it all in writing - perfect diamond, trade-in privilege toward a bigger Keepsake, and insurance against loss from the setting for one year. Conclusive evidence!

I bought a Keepsake. Girl's happy. Case closed.



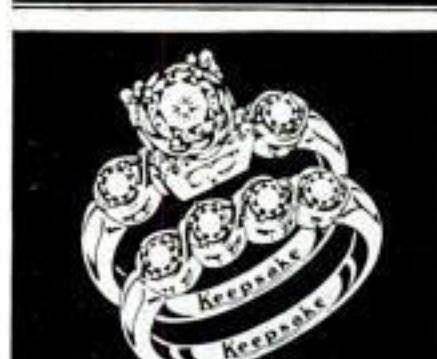
Keepsake GENUINE REGISTERED
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LONGMONT Ring \$300
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Help! Please rush booklets for groom on proper wedding customs, clothing, expenses, duties of best man and ushers, selection of rings; also name of nearest Keepsake Jeweler.

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All rings available in either natural or white gold. Prices include Federal Tax. Rings enlarged to show details. ® Trade-mark registered.



I tried not to cry

I knew they'd give me a present at the office. We always do that when someone leaves to be married.

I even had a "thank you" speech all planned. But, when I turned back the tissue wrappings and found four place settings in International Sterling, I couldn't say a word.

I'd been *longing* for real, solid silver—and one of the girls had even remembered that I love the new Rhapsody pattern best! I was so choked up with gratefulness that . . . well, I

tried not to cry, but it was a good thing Joe Moran said something funny and everybody started to laugh.

Even when I did thank them for being so wonderful, I couldn't put into words what I really felt. To me, International Sterling stands for a way of life that's fine and genuine...a life that—like my new "family silver"—will grow even more beautiful as the years go by.

—•—
When you choose your family silver be sure to

see *Rhapsody* in International Sterling.

A new way of handling silver gives this lovely pattern a rich, sweeping beauty that, until now, has never been achieved in sterling design. It brings to life far more of the natural color and brilliance of the precious metal.

You can buy *Rhapsody* a piece or a place setting at a time. Or take home your complete service for 8—a "Family Living Set" in handsome chest. Pay for it later, if you wish. Just a few dollars a week.

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The solid silver with beauty that lives forever

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New RHAPSODY

Also available in Canada.

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SEXTANT LAID ASIDE, DAVY JONES, A BIL BAIRD MARIONETTE, USES DIVIDERS TO FIGURE HIS DEAD RECKONING POSITION IN A TV FILM ON TRIGONOMETRY

MATH WITH MARIONETTES

New educational television series for youngsters tries to liven up difficult subject

Trying to take the mystery out of mathematics, television this fall is turning for help to a company of marionettes. When the *Adventures in Number and Space* series starts in November, young viewers will see their salty old hero Davy Jones (above) risen from his locker at the bottom of the sea to work out navigational problems.

Working on a small budget, the Westinghouse Broadcasting Company, the producers of the series, teamed up Bil Baird with Dr. Howard Fehr, head of the Mathematics Department of Columbia Teachers College. The result is nine sprightly but authoritative half-hour shows in which

the marionettes, impersonating everyone from Roman centurions (*next page*) to Sir Isaac Newton, illustrate a variety of classic examples.

The series does not aim actually to teach math but to get children interested in the subject by showing how its different branches developed and how they are used. Some of them, like arithmetic and geometry, are fairly easy. But the youngsters will also be exposed to subjects like topology (p. 127), which are taught mostly at advanced college levels. The film will be broadcast over the company's own five TV stations. But Westinghouse is also offering it free to 26 educational TV stations.

Martinis on-the-rocks straight from the Heublein bottle



Now it's as easy to serve expertly mixed cocktails as it is to pour straight whiskey. Get Heublein's Martinis—made with choicest pot-stilled gin and vermouth—perfectly pour over ice—right from the bottle.

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EXTRA DRY MARTINIS, 75 PROOF • MANHATTANS, 65 PROOF • AND 8 OTHER POPULAR KINDS

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Now, Bi-Fidelity® the revolutionary electronic development by Steelman brings high fidelity within reach of everyone! Powerful multi-speaker music systems in genuine hand-rubbed wood cabinets or smart portable styles bring you full-range sound at reasonable cost! Send for *free* folder.



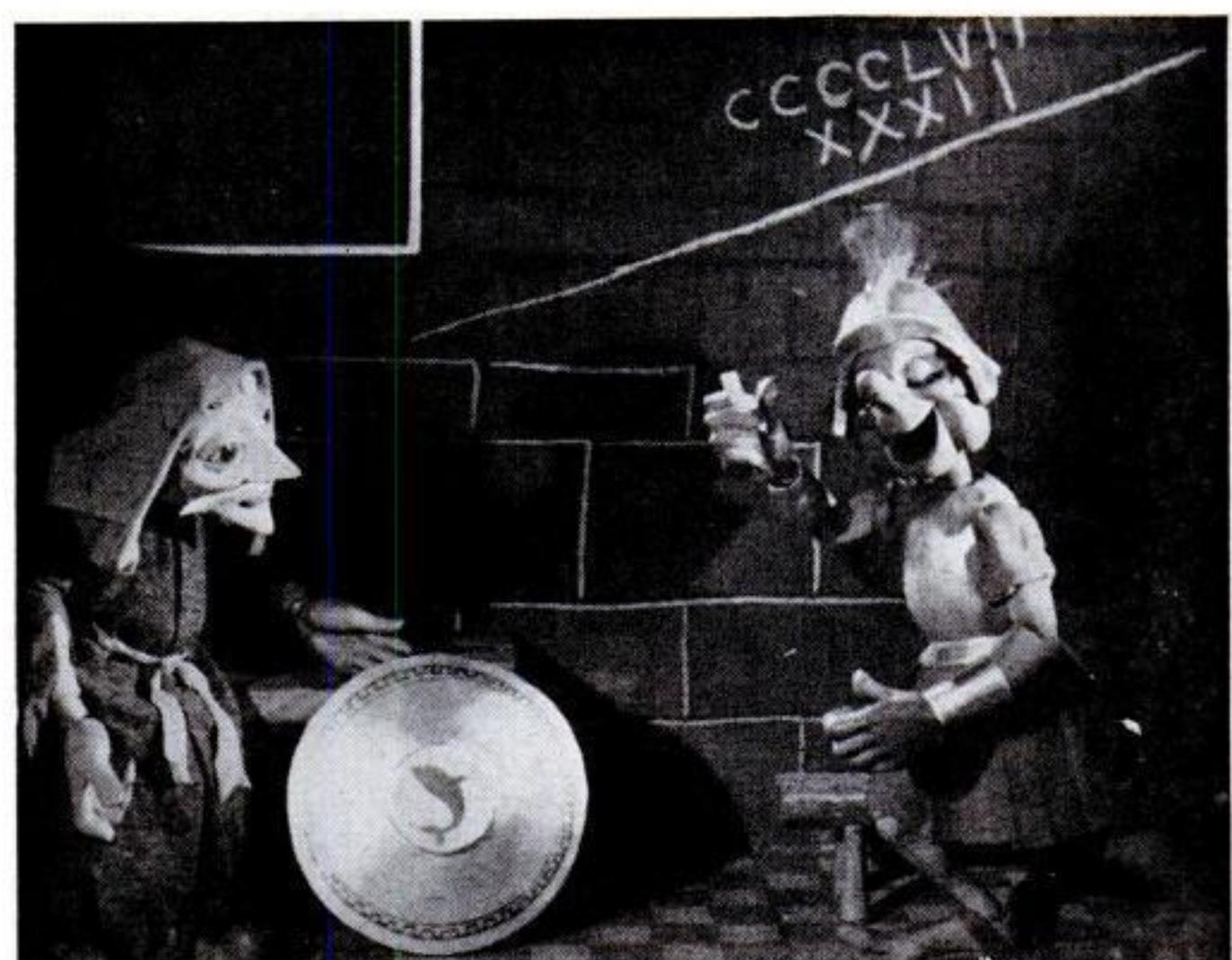
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High Fidelity Radio-
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MODEL 4AR11
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Steelman Custom
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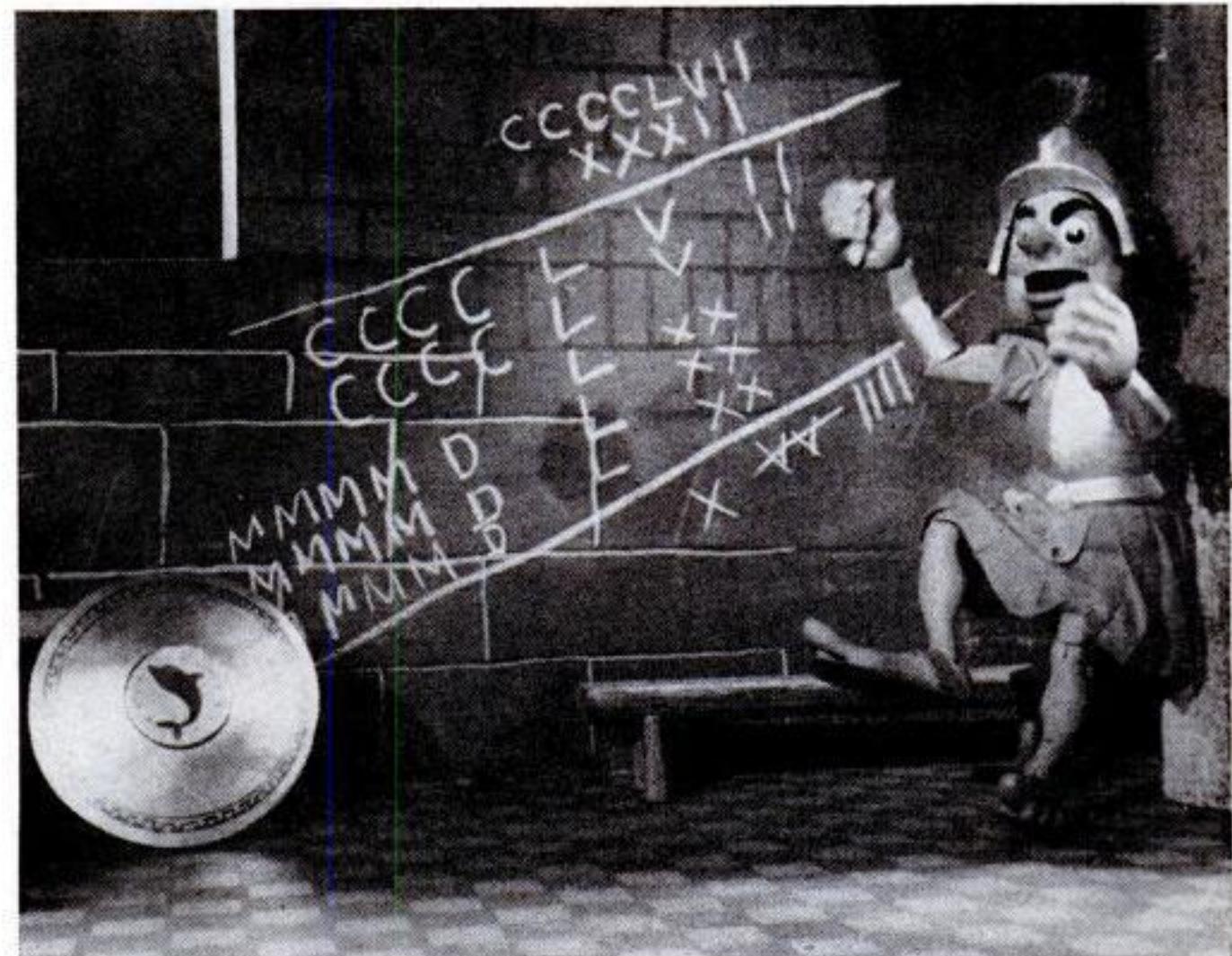
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MARIONETTE MATH CONTINUED

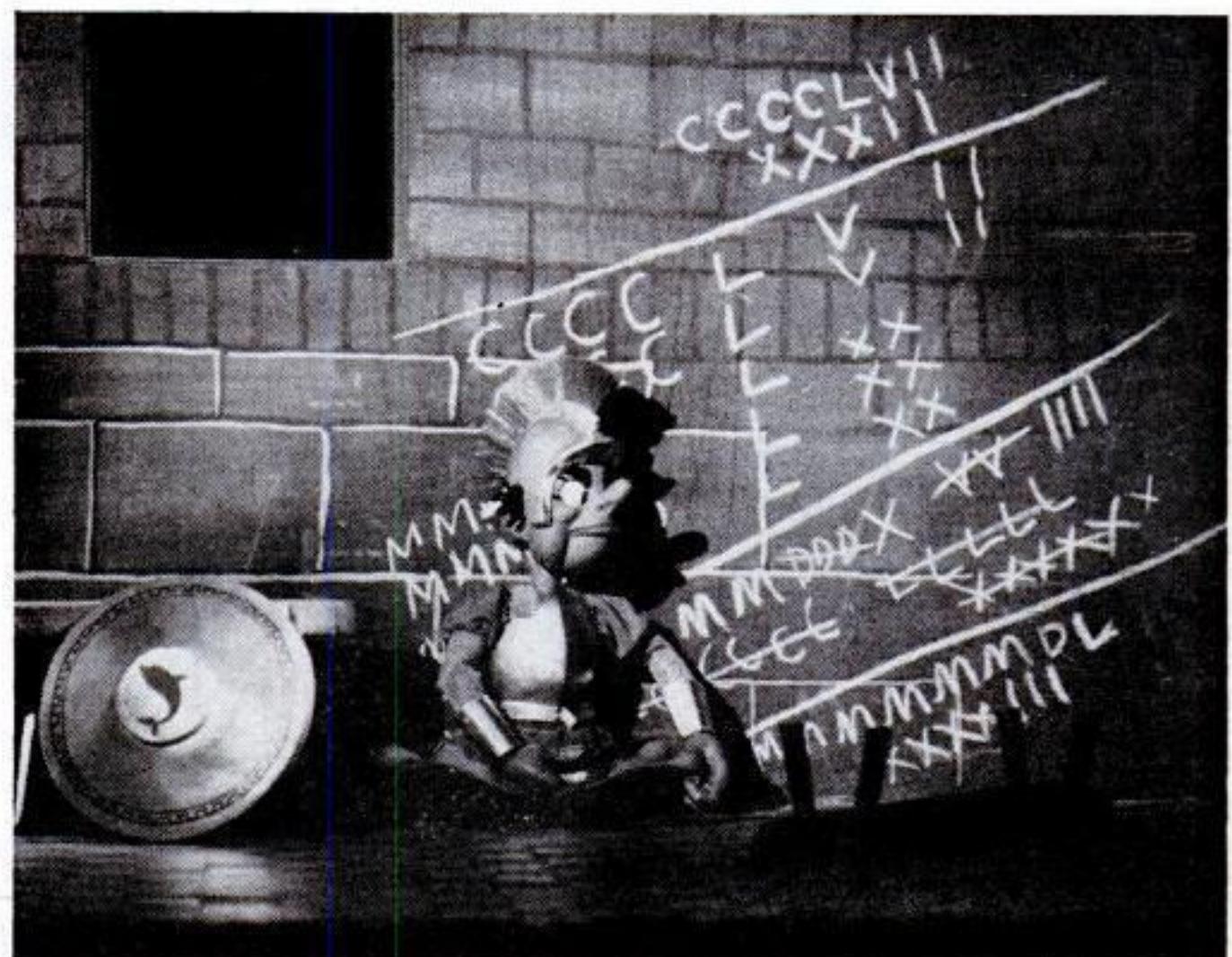
MULTIPLICATION IN ROME



BUYING SHIELDS for Roman army in sequence on history of arithmetic, Roman soldier explains that he needs CCCCLVII of them (457), learns that they cost XXXII (32) uncia apiece. He chalks up classical multiplication problem on wall, confidently tells armorer (*left*), "Come back in about an hour."

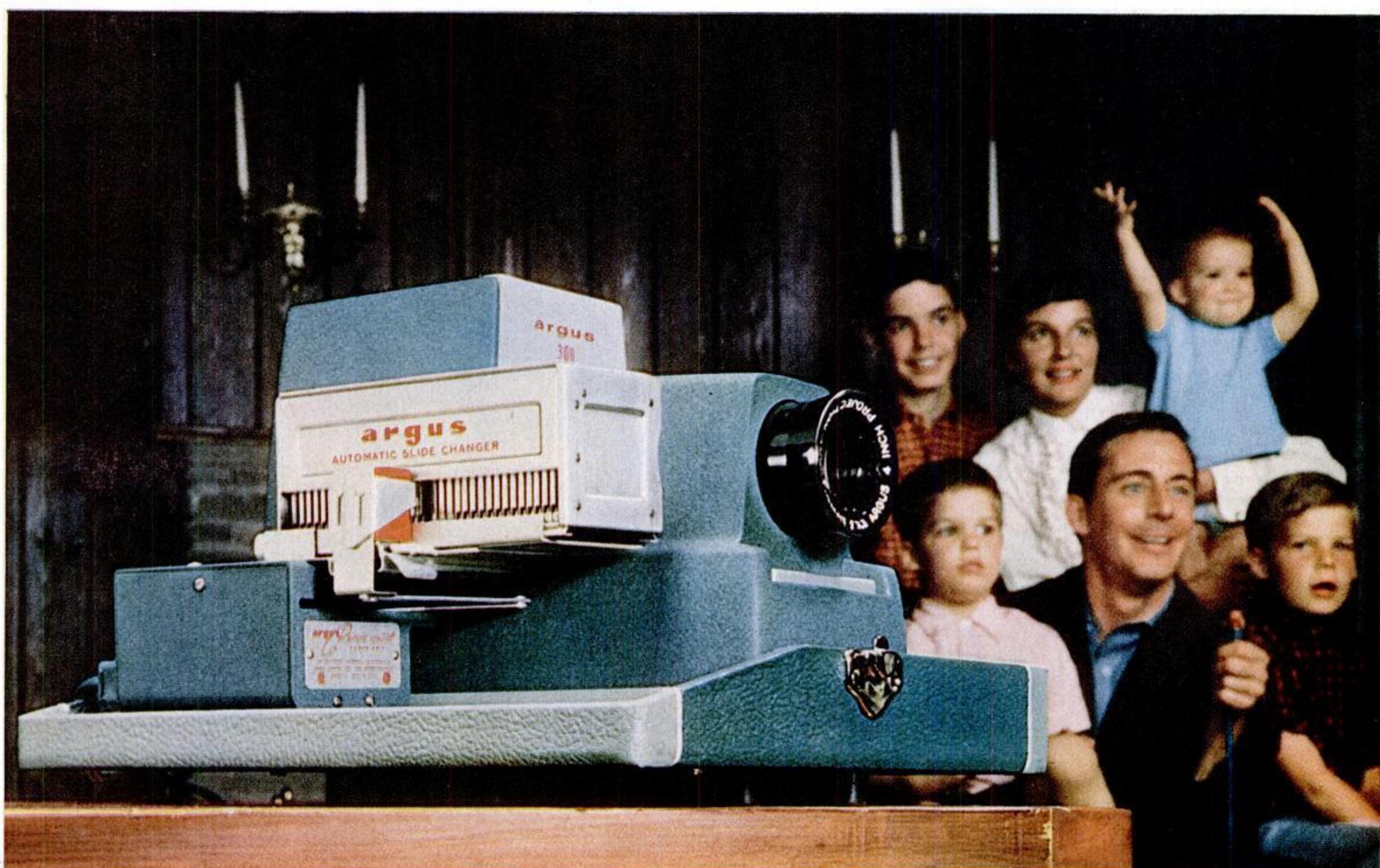
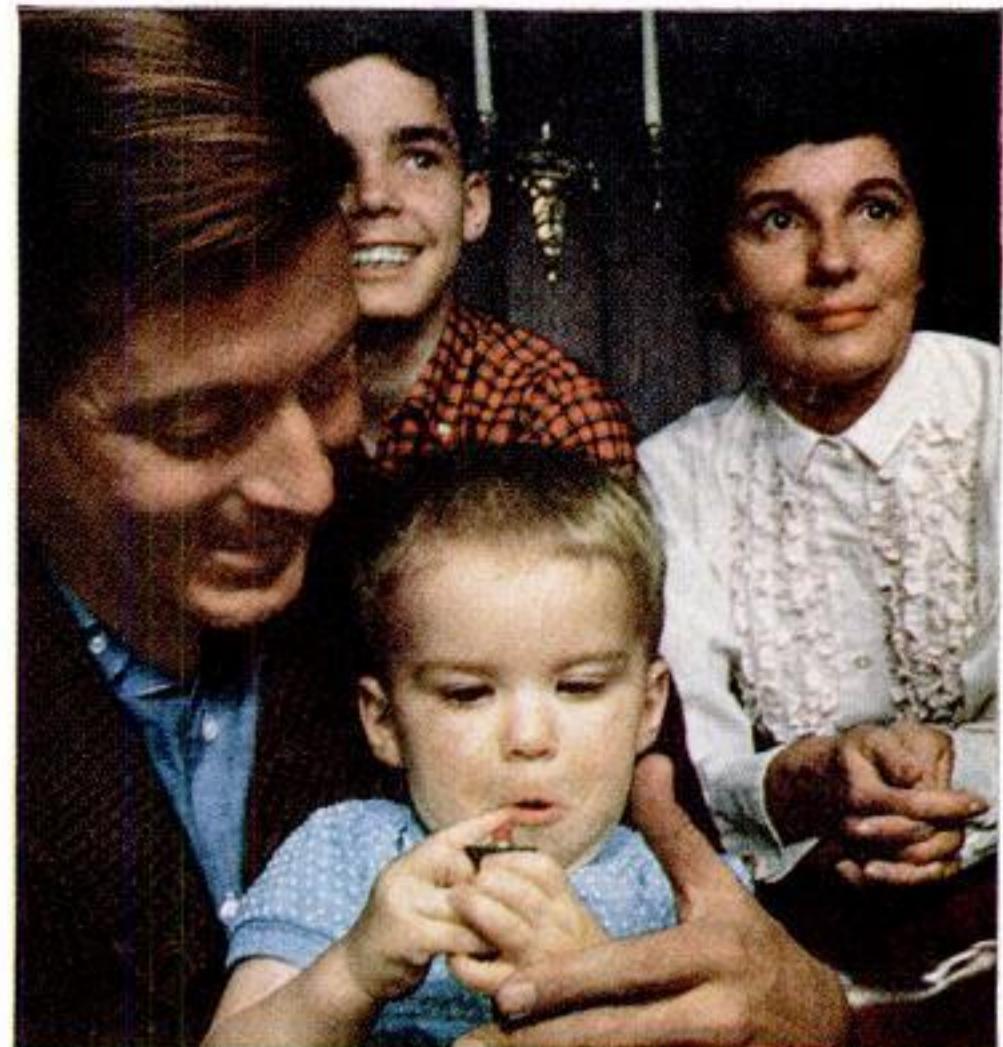


IN THROES of computation, soldier first multiplies top line by I and repeats process. Next, he multiplies by X (10) three times over, thus converting I into X, the V (5) into L (50), the L into D (500), each C (100) into an M (1,000). Adding results, he first gets four I's, then two V's which he converts to an X.



WRONG ANSWER is finally reached by soldier who collapses on floor, exclaiming, "What I go through for Scipio Africanus!" The correct answer is MMMMMMMMMMMDCXXIII (14,624). Sequence illustrates how clumsy Roman numerals are to multiply. Romans usually used an abacus.

sit back, relax, push a button



...that's how you show color slides with the new Argus Remote Control Projector

only **\$7950**

Most dealers offer budget terms
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Just relax in your favorite easy chair or sofa . . . anywhere in the room . . . while you run a really professional color-slide show with this great new Argus Remote Control Projector.

You just press the button on the compact, hand-fitting control switch to *automatically* show, change and return your slides to their proper places

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This finest of all Argus projectors also offers you all these other features: an exclusive new light condenser system—to give you brighter, clearer pictures; a new wide-angle lens—to give you big, life-size pictures even in a small room.

In addition, there's a compact, 36-slide aluminum magazine—to protect slides from dirt and dog-earing; a powerful blower—to keep slides and projector cool during long showings; a handy Slide

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Remember: for all their beauty, color slides cost so little—only pennies more than ordinary black-and-white snapshots. So don't miss the fun. See your Argus dealer soon. Let him prove how easy and inexpensive it is to *show* your slides—with this great new Argus Remote Control Projector.

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grahams go glamorous

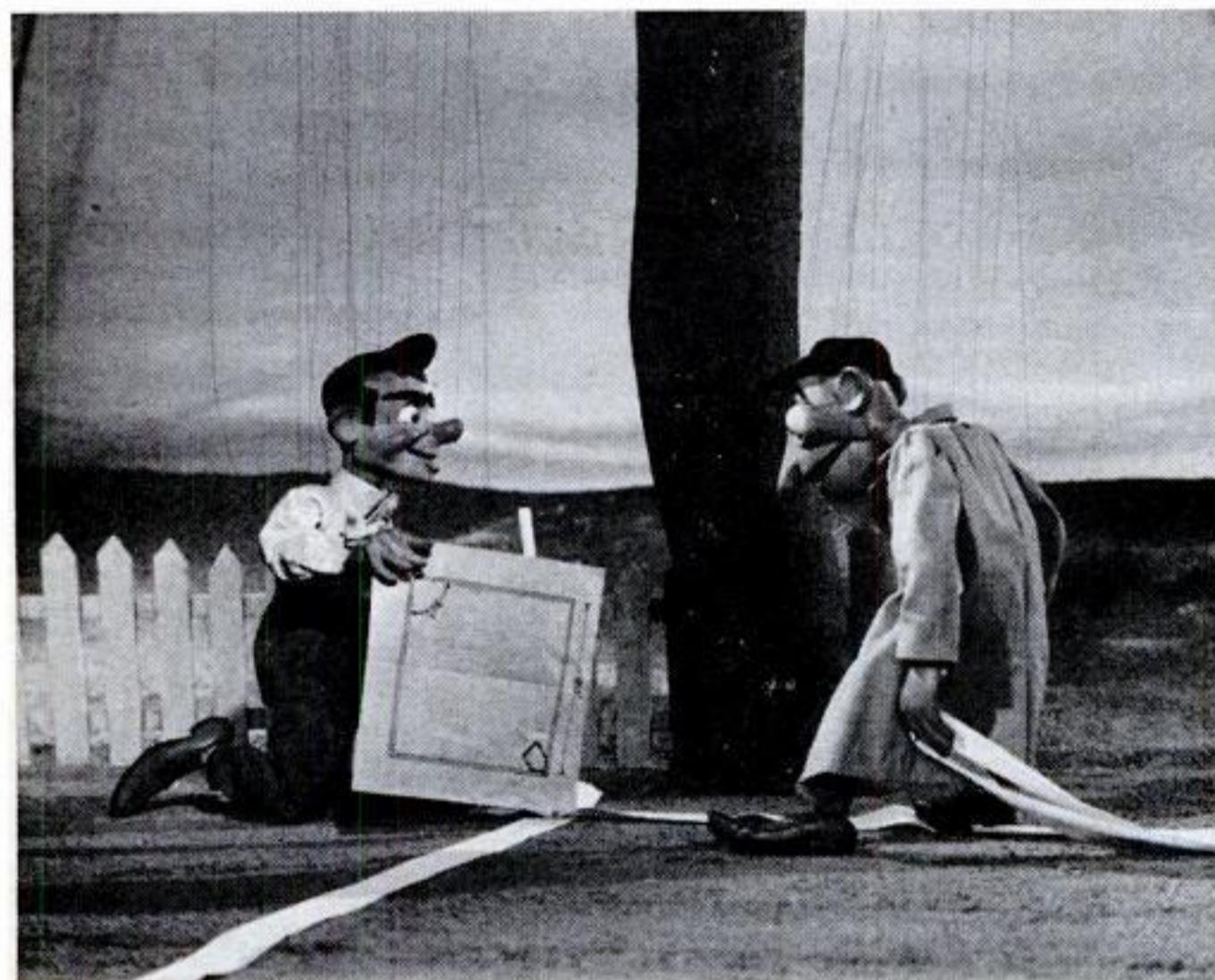


wholesome as ever—but now with a flavorful chocolatey personality

NATIONAL BISCUIT COMPANY®



MUSICAL MATHEMATICS is illustrated by Slugger, who looks a lot like Hoagy Carmichael. Seated at a piano with 88 keys, Slugger learns that by striking any eight different notes one after the other to make a "tune," he can compose 2,590,000,000,000,000 tunes without repeating a combination.



CONFUSED BY GEOMETRY, Snarky and Gargle get all snarled up trying to lay out a baseball diamond, being unable to get right shape. Says Snarky, who holds plan of diamond, "We can't get to second base." Eventually Baird shows them how to use geometry to create accurate 90° angles for the corners.



PUPPETEER Bil Baird initiates Snarky and Gargle into topology, an esoteric branch of math now becoming increasingly important. Doughnut is topologically similar to the cup, he says, because it could be modeled (if made of softer material) into cup shape without breaking or joining any surfaces.

I don't want to be a King



...I just want to feel like one!

You can, with KINGS MEN After Shave Lotion. KINGS MEN is far more soothing... cooler, more refreshing. Makes you feel great. Since a bottle lasts so long, why put up with less than the best? Get KINGS MEN right away. Known everywhere as the world's finest!



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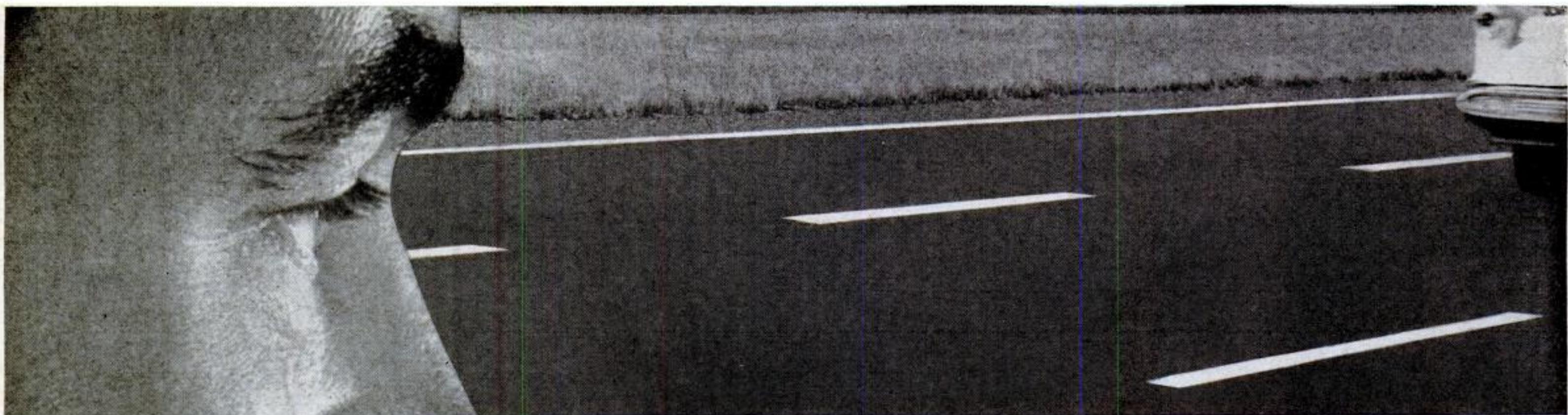
The best of health is the best protection against colds, miserable winter aches and illness caused by low resistance. Your family can't have the best of health if they lack any of the essential vitamins or minerals that Rybutol provides.

One Rybutol Gelucap a day supplies 11 vitamins and 9 minerals including iron, vitamin C, and high potencies of vitamins B₁ and B₂.

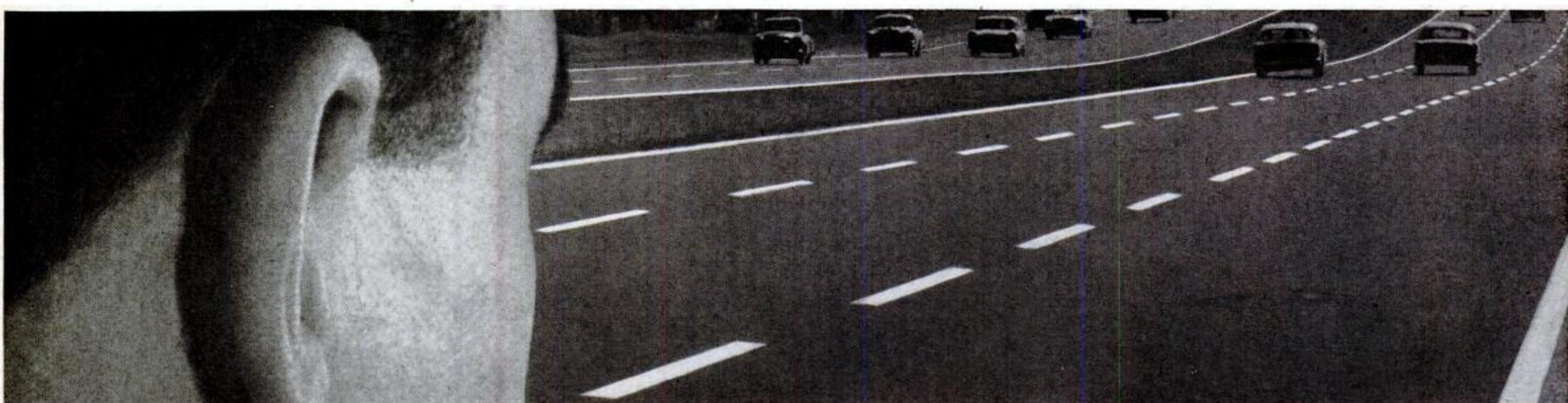
Start your family on Rybutol now, while you can get the Tower-Pak of 150 Gelucaps for the regular price of 100. That's a 50-day supply free—while supply lasts!

This potent formula is guaranteed to make you feel better fast, or your druggist will refund your money.

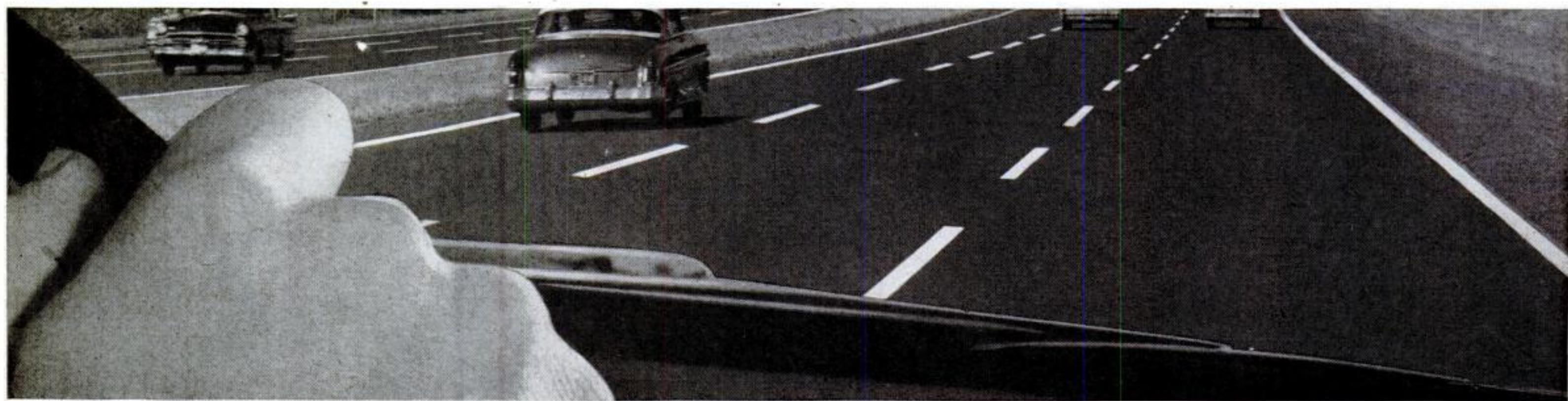
**FAMOUS RYBUTOL GELUCAPS ARE MADE
BY VITAMIN CORPORATION OF AMERICA**



SEE the difference



HEAR the difference



FEEL the difference

...on smoother-riding ASPHALT highways

Your eyes tell you. Your ears tell you. The feel of the wheel tells you . . . the very second your car glides onto a modern Asphalt highway. What a difference! *What a relief!*

Glare subsides at once. No "thump, thump, thump." You feel safe . . . you *are* safe . . . for modern Asphalt highways are traction-textured for high skid-resistance.

But there is a big difference you *can't* see, hear or feel. It's the *ruggedness . . . the durability . . .* of modern Asphalt pavement.

This ruggedness goes deep. Its foundation is the unique layer-upon-layer construction

that "locks" surface to subbase; and builds up the strength and resilience that make modern Asphalt pavement *last . . .* as no other type of pavement does.

Engineered for rugged wear. Modern Asphalt construction is a triumph of road-building science. Its built-up layers spread the load . . . absorb shock and pounding. Comfort and safety are built-in to last. And Asphalt pavement economy will save the nation billions of dollars in taxes.



Ribbons of velvet smoothness . . .
MODERN **ASPHALT** HIGHWAYS

THE ASPHALT INSTITUTE, Asphalt Institute Building, College Park, Maryland



PIEDIGROTTA CELEBRATORS FROLIC IN THE PIAZZA VITTORIO BEFORE HUGE LIGHT DISPLAYS REPRESENTING (LEFT) TREVI FOUNTAIN AND AN ORIENTAL PAGODA

A Big Civic Song Fest

NAPLES LIGHTS UP FOR ITS OWN HIT PARADE

To the huge mass of the song-loving Italian population that prefers its own singing to La Scala's, the gaudy musical festival of Piedigrotta in Naples is the ringing top note of the social season. Once religious in character, the centuries-old festival is now a civic wing-ding built around a song contest at which Italian popular composers bawl their new wares into the brightly lighted Neapolitan night. From street corners and from floats, with strolling orchestras or boisterous claque, each singer

vies with all the others to have his song chosen as the festival winner.

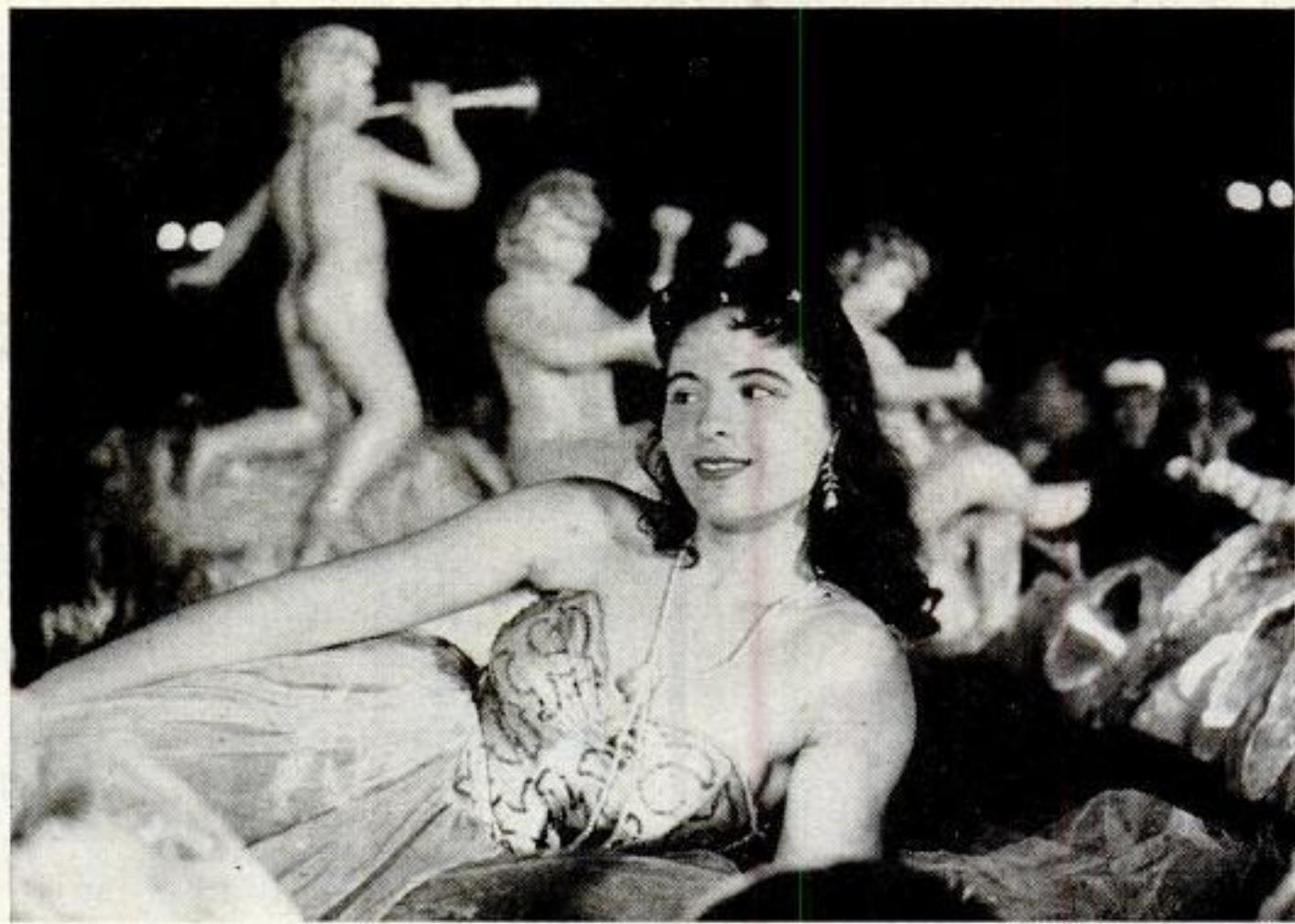
This year, for the first time, it was not popular acclaim but a board of municipally appointed song judges who selected the festival winner (next page). With that settled and the parades reviewed, the million revelers roamed the gayly decorated piazzas until dawn, singing themselves hoarse with the songs that have been Piedigrotta favorites for years and years—*Santa Lucia*, *Funiculi Funicula* and *O Sole Mio*.

STRUMMING SINGER, AURELIO FIERRO HAS MIKE HELD FOR HIM AS HE SOBS HIS ENTRY





FISH-SHAPED FLOAT WHICH WON FIRST PRIZE IN PARADE COMPETITION HAS A MERMAID RIDING AN OCTOPUS AND A GESTURING SINGER AT MIKE CLEFT



NEAPOLITAN BEAUTY backed by an orchestra of nude statues decked float whose singers' *Si Tu Napule Mio* (Yes You My Naples) was a festival favorite.



NEAPOLITAN MAYOR, Achille Lauro, waves to a 10-foot-tall papier-mâché caricature of himself (*foreground*) as it passes his reviewing stand during parade.

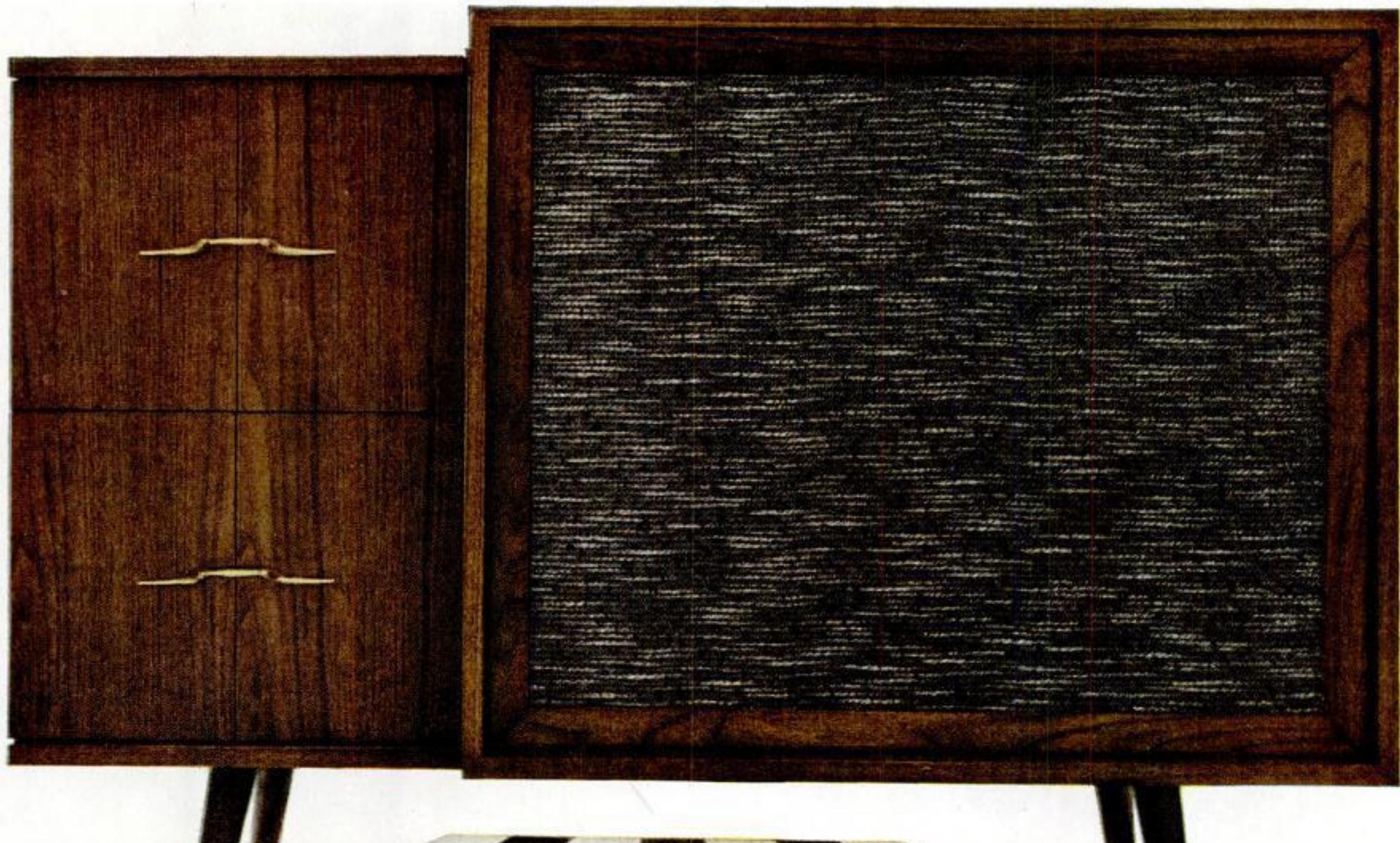
DOLPHINS BEARING STUFFED RIDERS ARE ESCORT FOR SINGERS ON FLOAT CARRYING PULCINELLA (UPPER LEFT), THE CLASSICAL CLOWN SYMBOL OF NAPLES



CONTINUED

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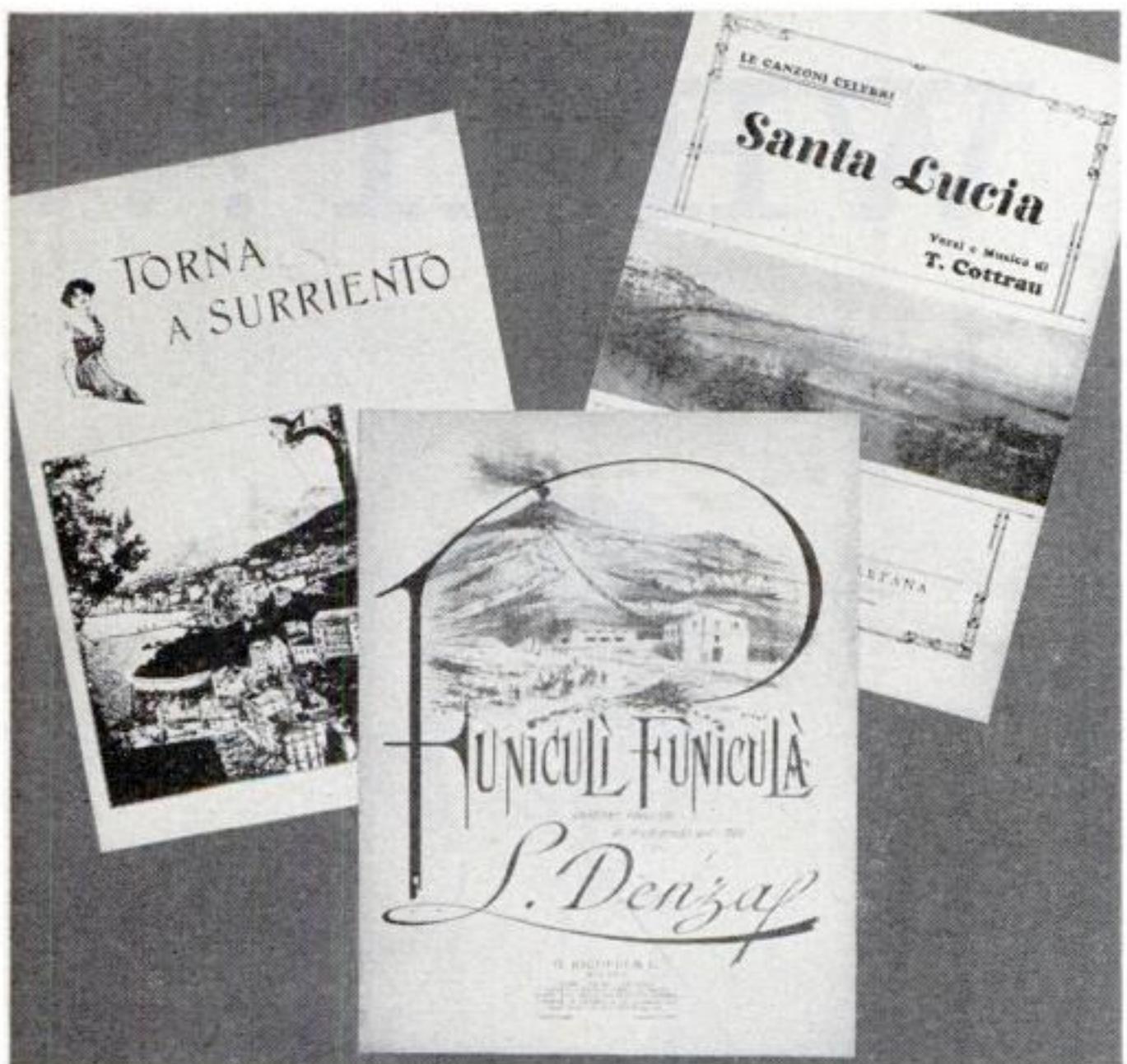


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FESTIVAL HITS of earlier years include this trio Neapolitan crowds sang and the other standbys like *O Sole Mio* and *Core 'Ngrato* (*Ungrateful Heart*).

PAST HITS, NEW WINNER

Like the three familiar Piedigrotta favorites (above) of earlier festivals, this year's winning song is full of unabashed Neapolitan corn. It is a slow-rolling waltz called *Sera d'Esta* (*Summer Night*) and goes:

Atop Vesuvius the moon peeps out, then slowly, slowly rises . . .

Tonight, oh fair child, love waits for us, love is calling.

Its composer is 75-year-old Gaetano Spagnolo, who wrote his first ballad when he was 10. One of the 200 he has done since, *Naples Moon* was fairly well known in the U.S. 40 years ago. A fast man with a tune, Spagnolo has written some in 10 minutes. "Just recite a few lines to Pappa," one of his daughters said, "he'll write you a song *subito*."



COMPOSER AT WORK, Gaetano Spagnolo stayed home during festival and worked at his piano. Prize for his winning song is 250,000 lire (\$400).

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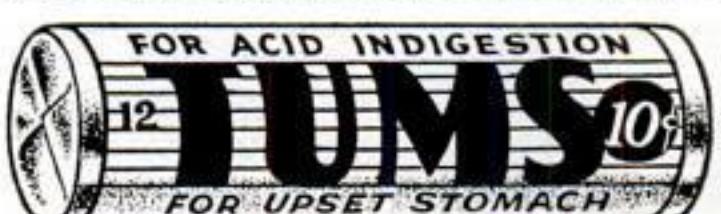
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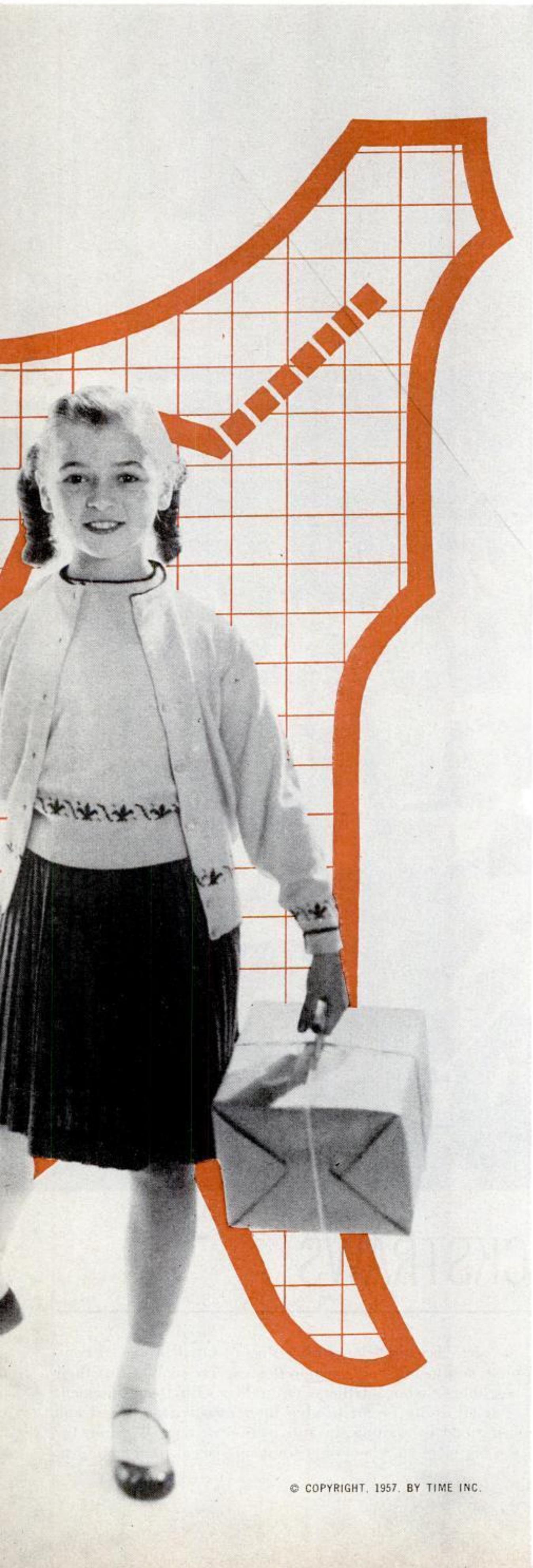
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YOU OUGHT TO KNOW



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BY now almost every American is aware that America's business is everybody's business. Experience has taught us all that a booming production line in Detroit means steaks instead of stew in Pittsburgh, prompt mortgage payments in Wichita, bigger tips for the waitresses in San Diego. We know this—whether we are stockholders who sink our savings in the ownership of American business; managers who keep a company productive and profitable; workers who both make and buy the wonderful myriad of goods that has made America's standard of living the envy of the world. Whatever our role, each of us—and our families—has an increasingly communal stake in the future of the American economy.

Experts tell us that automation and industry's over-all genius for discovering new ways to make old products *better* and new ways to make new products *possible* will in the next decade provide our nation and our families with a continuing abundance of goods. But industry, though bustling and prosperous, is also vulnerable. The continued success of its mass production methods rests on one vital theorem; the more we produce, the more we *must* consume. If industry fails to sell its produce, inventories pile up, factories slow down. Idle workers, stripped of wages, buy less and the unhappy cycle worsens for all.

Thus the crux of industry's problem in the years ahead is to find ways to sell more goods, more efficient means of "marketing." To help American business meet this altogether vital challenge, LIFE is dedicating its research facilities to a long-term program of uncovering and disseminating new marketing knowledge.

The first contribution will be a nationwide survey of the way American consumers spend their money. The study, three years in the making and released this week, is called "LIFE's Study of Consumer Expenditures." It tells American marketing executives who buys what—*how many of what kind* of people spend *how much* money, to buy *what kind* of goods. Later on LIFE will reveal in what kinds of stores purchases are made, and when. The scope of this research project has never been attempted by private industry before. The information contained in LIFE's study was gained from 93,000 completed interviews in more than 10,000 households and is tabulated on 700,000 IBM cards. For the giants of industry LIFE's study will provide corroboration of their own previous research findings or perhaps cause them to examine the difference between their information and LIFE's—with profitable results. For the rest of the thousands of companies which make up America's complex business economy, LIFE's information will provide a fund of marketing knowledge they can find nowhere else. And having examined the data LIFE furnishes, it is our hope that they will be sparked to new and creative marketing techniques which will redound to their benefit, to yours and to LIFE's.

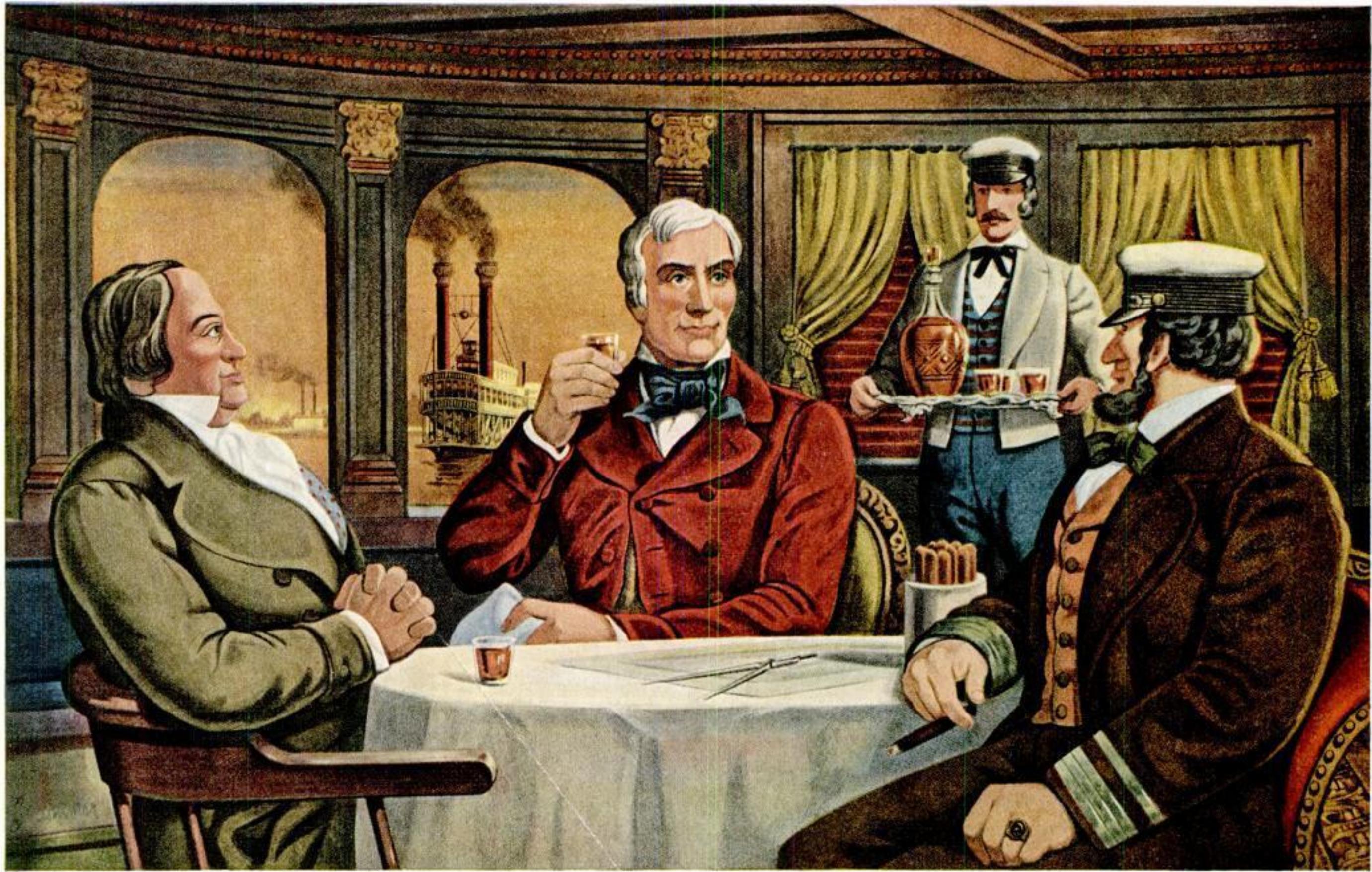
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DISPLAY OF AERIAL JACKSTRAWS

With the football season coming on, 250 aspiring baton twirlers, ages 4 to 14, assembled on Chicago's Soldier Field for a contest which might determine which were most likely to lead the big parades. Prancing in close order, the amateur majors and majorettes strutted their stuff and twirled their sticks. Then, at a prearranged signal, they tossed them into

the air. The aerial jackstraws that resulted produced complete confusion. Some majorettes eagerly snatched at their neighbors' batons. Others, enthralled with the excitement of it all, quite forgot to give their own sticks a twirl and just stood by waiting, in anticipation or apprehension, for the big moment when what went up started to come down.



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